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**THE CONCEPT OF INTEGRATIVE HERITAGE PROTECTION  
THROUGH  
A NEW ACADEMIC PROGRAM OF HERITOLOGY –  
PROTECTION HERITAGE ON THE ALFA BK UNIVERSITY IN  
BELGRADE**

**Abstract**

The basic task of the new Heritology studies is mastering the concept of integrative heritage protection, unified concern for cultural and natural heritage together. This approach is an integral and equal part of sustainable development which are economic prosperity, social harmony and preservation of the natural and living environment (common concern for cultural and natural heritage). The basic structure of the study program consists of four content entities, mutually intertwined: Material heritage, Intangible heritage, Natural heritage, Heritage management. The program has an interdisciplinary character and provides academic education and practical training through various content and methods in the fields of DHP, PMP, TTP Science and the Art Field. The purpose of the study to enable students to directly connect the theory, methodology and practice of conservation with the valorization of the values that must be preserved, physical-chemical, biological and technological research with conservation methods of preventive conservation, curative conservation and restoration; documentation, promotion and presentation. Also, the studies should be trained students within the local and national communities to develop awareness that there is the need for systematic care of their own heritage, that heritage is very sensitive to improper handling and management, and a variety of tangible and intangible influences from the environment. Students should be trained within the local community to develop professional and social instruments to properly position the heritage in the contemporary life and to carry over the basic integrity of heritage to the next generation.

Studies should help in the formation of the new profile of professionals, researchers and experts who will be able to take on complex, interdisciplinary, integrative ways of taking care of heritage. Realization of the program of Heritology – Heritage Protection is of general social significance not only for Serbia and region of South East Europe and beyond.

**Key words:** integrative protection, sustainable development, heritology, academic education.

### **Academic studies in Heritology-Heritage Protection**

ALFA BK University has recognized the needs of modern society, and so we now announce the initiation of the studies in Heritology-Heritage Protection, for the school year 2017/2018., in accordance with the principle 4+1+3:

- Basic – Bachelor studies,
- Master studies,
- Doctoral studies.

These new studies deal with the concept of integrative heritage protection, which combines interdisciplinary and complex activities on the heritage protection, conservation and management, and includes material (tangible), intangible (inmateriale), and natural heritage. Integrative protection of heritage is an integral part of the modern framework of sustainable development, which also includes: economic prosperity, social balance and protection of the living environment of man - cultural and natural heritage together and combined ([http: // www.culture.coe.fr/pat/eng/patlist](http://www.culture.coe.fr/pat/eng/patlist)).

Sustainable development clearly singles out the integrative concept of heritage conservation as unique and comprehensive care for both natural and cultural heritage. It follows from this that the contemporary interpretation of the concept of heritage refers to cultural and natural heritage combined (Popović - Živančević, 2007, 2013).



**Picture 1.** Museum Old Village Museum in Sirogojno; Uvac River Canyon and Whitehead condor (*Gyps fulvus*); Part of the cave system of the river Uvac



**Picture 2.** Žiža Monastery; Archaeological site of Ravna near Knjazevac; Stone relief from Felix Romuliane - Gamzigrad



**Picture 3.** Conservation of ethnographic textile; Damaged archival material; Experimental archeology-reprod; Archaeological ceramics technology; Traditional loom for weaving textiles

The basic structure of the study program consists of four parts, which are divided, according to the type and kind of heritage, into:

- Material heritage,
- Intangible heritage,
- Natural heritage,
- Heritage management.

The program is implemented through the following basic parts:

- Compulsory courses,
- Elective courses,
- Professional practice,
- Fieldwork,
- Study research,
- Final thesis.

### **The Protection of Material (Tangible) Heritage**

- Preventive conservation, curative conservation and restoration of architectural, industrial and archaeological heritage (Feilden, 2003;

Forsyth, 2007; Jokilehto, 2002; Kostof, 1995; Nenadović, 1980; Orbasli, 2008; Vučenočić, 2004).

- Preventive conservation, curative conservation and restoration of organic, inorganic and composite objects (Menegazzi, 2004; Dardes & Rothe, 1998).
- Laws, regulations and recommendations for the protection of material heritage (*Les Zones de Protection du Patrimoine architectural, urbain et paysage*, 2001; Declaration of Amsterdam, 1975; Legal and Practical Measures ... UNESCO, 2006; The Resolution of the CEU Architectural quality..., 2001; UNESCO, 1972, revd. 1992; Convention, World Heritage Cultural Landscapes, UNESCO, Charter for the Conservation of Historic Towns 1987; UNESCO, 1990; Charter on the Protection and Management, UNESCO, 2004, World Heritage Cultural Landscapes).
- Techniques and technologies of the material heritage manufacturing (Filomena Guerra i Calligaro, 2003; Wu, 1992).



**Picture 4.** Archaeological site Felix Romuliana; Ozalj, Traditional village in the mountainous region of Western Serbia, above Prijepolje; Poganovo Monastery, Southern Serbia



**Picture 5.** Frescoes from the Žiča Monastery; Archaeological excavation; Conservation of roman glass; Microbiological infection of Roman ceramics in the museum depot

### **The Preservation of Intangible (Inmaterial) Heritage**

- The elements of intangible heritage; intangible heritage and man; intangible heritage and identity (UNESCO, 2003, Convention for the Safeguarding of the Intangible Heritage).
- The implementation of modern technologies in the preservation of intangible heritage (Đorđević, 2011, 2012).  
Laws, regulations and recommendations for the preservation of intangible heritage; registration and nomination procedures heritage (Seoul Declaration, 2004).
- The documentation of intangible heritage; intangible heritage and museums, the role of education in the preservation of intangible heritage; the role of presentation in preserving intangible (Popović - Živančević, 2011).



**Picture 6.** Traditional cuisine; Ritual related with Slava cake; Traditional brandy production; Traditional crafts/carpentry, woodcarving Balta Berilovac, East Serbia



**Picture 7.** Traditional crafts/knitted socks, Museum in Knjaževac, East Serbia; Traditional ceramics production in Zlakusa, West Serbia

## The Protection of Natural Heritage

- Items of natural heritage; natural resources and environment; natural sites; extraordinary examples of cultural landscape (Brilha, 2002; Gray, 2013; Kaiser, 2006);
- Biodiversity as natural heritage; agro-biodiversity as natural heritage; the protection of bio-cultural diversity; sustainable environmental development (Ayerst, 1968; Gavrilović, Belij & Mijović, 1998; Popović - Živančević, 2015);
- Strategic and legal framework for the preservation of natural heritage (Amidžić, Krasulja & Đorđević, 2007; Belij, 2008; Newsome, 2010).



**Picture 8.** The canyon of the river Uvac at different seasons and Whitehead condor (*Gyps fulvus*); Free diet from nature





**Picture 9.** Landscapes of the Old Mountain at different seasons

### **Heritage Management**

- The identification, evaluation and monitoring of heritage (Letellie, 2007; Šola, 2002, 2003; French & Runyard, 2011);
- Heritage and economic development, heritage sustainability; heritage marketing, cultural tourism, geotourism (Greffé, 2003; Jovičić & Ilić, 2010; Kotler & Armstrong, 2014; Maksin, Pucar, Korać & Milijić, 2009; Stojanović, 2006; Vud, 2002; *Les Zones de Protection du...*, 2001);
- Ethics in the protection of heritage; the creation of culturally-aware atmosphere (Bernice, 2016; ECCRO, 2002; ICOM, 2003);
- Cultural policy, heritage institutions; heritage and educational practices; heritage and the diaspora; security systems in the protection of heritage (Bonit, 2013; Dragičević - Šešić & Dragojević, 2005; Petrović, 2007).



**Picture 10.** The traditional village of Kamena Gora, Abandoned houses in village Ožalj and Neglected houses in Sjenica in SouthWestern Serbia; Traditional drying of peppers in the sun, surroundings of Leskovac, South Serbia

### **Outcomes**

Upon successful completion of this study program, students acquire general and subject-specific capabilities, which have the function of qualifying them for the activities of complex protection and conservation in institutions for the protection of heritage (museums, institutes, archives, libraries, galleries, heritage houses), public administration and the local community, governmental and non-governmental organizations, commercial and other companies, etc. Academic title: Bachelor in Heritology and Master in Heritology (Logan, Craith & Kockel, 2016).

### **Program Structure**

The program is structured as interdisciplinary, providing academic education and practical training through various contents and methods in the fields of arts, humanities and social sciences, as well as natural, technological and technical sciences (Bradley, 2003).



**Picture 11.** Rajačke pinnice, traditional wine production and Temska Monastery in East Serbia; Tabula Traiana, the begin. of the 2nd century in Djerdap Gorge; Cultural Landscape in Western Serbia



**Picture 12.** Appropriately organized museum depot; Damaged books from the Legacy of Peter Lubarda, foto in 2008; Appropriate packaging of archaeological objects; Conservation of archaeological metal objects

In the field of humanities and social sciences:

- The theory of heritology (Brandi, 1963, 1977, 2000).
- Values evaluation in the fields of archeology, heritage architecture, art history, ethnology, history, intangible heritage, natural heritage (Vučenović, 2004; Stoner & Rushfield, 2013; Popović - Živančević, 1994; Forsyth, 2007; Kostof, 1991, 1995; Bošković, 1957).
- Preventive conservation - measures against heritage decline and loss; activities aimed at reducing the damage and loss to a minimum, (Antomarchi & Guichen, 1987; Ashley-Smith, 1999; Ayerst, 1968; Vanta Document, 2000; Popović - Živančević, 2010, 2013; Cassar & Pender, 2005).
- Methodologies of preserving intangible heritage (ICOM, 2006).
- The promotion and presentation of heritage (Walsh, 1992; French & Runyard, 2011).
- The principles of heritage management and sustainability; legal protection of heritage (Zakon o kulturnim dobrima ("Službeni glasnik RS", br. 71/1994); Cemalović, 2014; Vilus, 2007; Brguljan, 1985).



**Picture 13.** Hilandar Monastery, destroyed books after the fire 2004; Ceramic production in Western Serbia that has not changed through the centuries; Traditional bags woven from wool from Central Serbia; Kitchen cabinet for storage of diches

In the field of technical and technological sciences:

- Curative conservation and restoration of architectural heritage (*Architecture et du patrimoine*, 2004; Berducou, 1990).
- Energy efficiency in the conservation of heritage objects (May & Jones, 2006; *English Heritage*, 2008, 2011).
- The study of technologies related to the materials of material heritage and modern techniques in the development of the conservation methodology (Barros, 2013; Bradley, 2003; May & Jones, 2006).



**Picture 14.** Old mill in Ruski Krstur in Vojvodina; Traditional architecture of Eastern Serbia in Balta Berilovac; Traditional mountain house that has not changed from prehistoric times in the area of Jabuka in Southwestern Serbia; Part of the complex of the Poganovo Monastery, 12th century, South Serbia

In the field of natural and mathematical sciences:

- Programs of conservation of natural heritage and environment (Belij, 2008; Brilha, 2002).
- Information and Documentation heritage systems (Letellier, 2007).
- Applied research in the field of natural sciences promotion methodology conservation (Gray, 2013; Lima & Soesbergen, 2014).
- Forensics heritage (Zorić, 2009, 2014).



**Picture 15.** Documentation of the Bođani Monastery, 18th century, made in 3D laser technologies

In the field of applied arts, direct conservation interventions on material heritage in order to overcome the treatments.

- Curative conservation (activities which are directly applied to the object in order to contain the existing harmful processes or to strengthen - stabilize the structure of the object). (Nicolaus, 1999; Orbasli, 2008; Popović – Živančević, 1994; Feilden, 2003).
- Restoration -activities applied directly to the stable object in order to improve the processes of its valuation, understanding and usage,when the object has partially lost its value or function (Dardes & Rothe, 1998; Ellison, Smithen & Turnbull, 2010; Stoner & Rushfield, 2013).



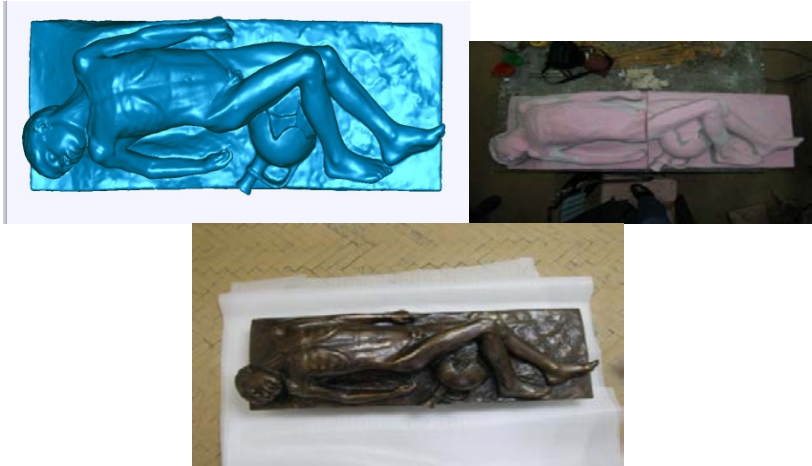
**Picture 16.** Monastery Bodjani, painter Christopher Žafarović, 18th century, before and after Curative conservation and Restoration



**Picture 17.** Legacy of Veljko Petrović, in Belgrade, Photography under UV light, before conservation, during conservation, after conservation







**Picture 18.** Curative Conservation and Restauration of bronze sculpture **"Boy with a jug"** with Čukur fountain in Belgrade, made in 1931 by sculptor Simeon Roksandić. Conservation done CIK, "3D world", Art Workshop "Kuzman" Smederevo " and Institute for Protection of Cultural Monuments Belgrade.

Vandals stole the boy's sculpture in May 2010 they were dumped by a hammer and the sculpture was devastated and broken down into 22 fragments. The conservation was done on the basis of 3D scanning done by Zoran Miljanovic director of the "3D World" made before the sculpture was stolen.

### **The purpose of the study**

- To adopt a global approach in the protection of heritage, according to the principles of integrative protection.
- To acquire knowledge necessary for the creation of national and regional strategies for protecting heritage.
- To adopt and implement the theory, methodology and practice, based on the interdisciplinary fields of science and art skills, as well as abilities to form a complete, complex conservation heritage protection.
- To create new professional profiles of the complex, interdisciplinary experts and researchers who will be able to comprehensively care for the protection, conservation, promotion, presentation and management of heritage.

- To introduce a scientific research which would connect scientific results with the methodology and practice of protection and conservation of heritage;
- To understand and be capable to define research problems, organize and conduct research without any help, and apply the results of scientific research in practice.
- To adopt and implement the knowledge necessary for interdisciplinary team work, prepare and implement projects from the field of Heritology-Heritage Protection, and projects of conservation, conservation, promotion and presentation and heritage management.
- To enable students to directly connect the theory, methodology and practice of protection and conservation with the valorization of the values that must be preserved, physical chemical, biological and technological research with conservation methods of preventive conservation, curative conservation and restoration; documentation, promotion and presentation.
- To educate administrative and governing bodies, and the competent authorities at local and national level, to understand the value and needs of heritage protection for their territory, and accordingly involve them in the management and systematic protection of their own heritage.
- To create conditions in which local governments organize systematic protection and promotion of heritage from its territory to the local community, and in which the local community appropriately places their own heritage within the domains of contemporary living and sustainable development.
- To enable students to engage in regional and international exchange of scientific knowledge, experience and practice.



**Picture 19.** Felix Romulijana, is an archaeological site, from 3/4 century, located near Zaječar in East Serbia. It is of the ancient Roman complex of palaces and temples, built by Emperor Galerius. Pronounced on UNESCO World Heritage Site

The archaeological site has a good management plan and meets and satisfies many UNESCO requirements, thanks to the special involvement of the National Museum in Zajecar, local authorities and state of Serbia



**Picture 20.** Traditional Costume Dresse and Shoes, from different parts of Serbia



**Picture 21.** Plum as traditionally domestic fruit in Central Serbia, Forest mushrooms and wild flowers on Old mountain in Eastern Serbia



**Picture 22.** Replicas of prehistoric Bronze Age ceramics as a result of experimental archeology; Traditional cuisine in the archeoetnological park Ravna and traditional village house in Eastern Serbia



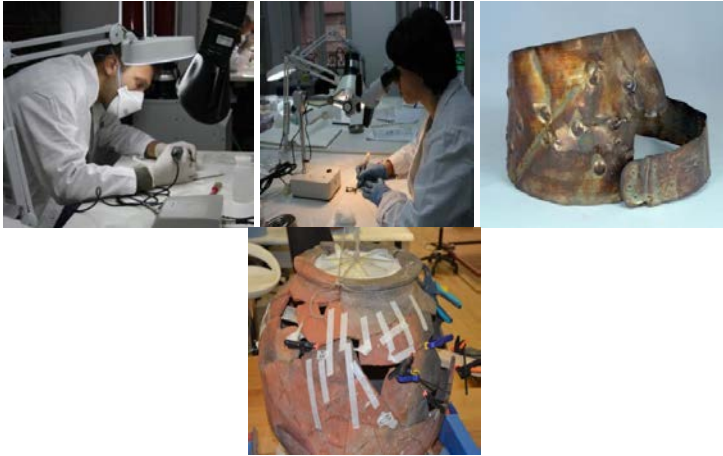
**Picture 23.** Laser cleaning of stone archaeological artifacts in Central Institute for Conservation in Belgrade- CIK



**Picture 24.** Heoretical and practical work on the conservation of paintings in Central Institute for Conservation in Belgrade-CIK



**Picture 25.** Workshops for conserving textiles and mosaics in CIK and National museum in Belgrade; Workshop of Archaeological Conservation at Mediana near Nis, organized by CIK and Superior the Institute for Conservation and Restoration in Rome-ISCR



**Picture 26.** Conservation research and practical work on archaeological objects in CIK



**Picture 27.** Identification of microorganisms on archaeol. ceramics, Conservation of frescoes in Bođani Monastery and Conservation of stone objects in Felis Romuliane, made by the CIK conservators; Conservation of the drawings from the Legacy Lazar Vozarevic





**Picture 28.** Wild garbage dumps near the heritage contents from the environment of Prijepolje

### **Goals and objectives of the studies**

Students should be capable to integrate and apply the acquired knowledge in:

- Preventive conservation, the implementation of which secures the control of existing environmental risks that lead to deterioration and destruction of the cultural and natural heritage.
- Curative conservation and restoration which enables the stabilization of the object which is considered cultural property; the process of improving its evaluation, understanding and usage, while all these conservation interventions are based on the importance of applying and using the original material.
- Professional knowledge in public administration, working with local communities in order to adequately ensure the protection and conservation of heritage at the local but also the institutional level.
- He include obtaining competencies, academic knowledge, creative abilities and artistic skills necessary for the profession of Heritology.

- Conservation biology and restoration ecology in protection of natural heritage.
- Creation of conservation plan and program of an institution for protection, using appropriate methodology for the analysis and assessment of the conditions for storage and display.
- Legal legislation related to the protection of heritage and heritage management.
- Creating presentations for professionals and general public make available information concerning the application of protection material, intangible and natural heritage.
- Development of cooperation at the international level, by incorporating into existing or new European or global projects in the field of heritage protection, including the training and learning of foreign languages.
- Acquisition of knowledge related to the equal inclusion of heritage in a contemporary framework of sustainable development, as part of the preservation of the life environment, that is, the ability to apply an integrative protection of cultural and natural heritage.



**Picture 29.** Packaging of archaeological objects, Measuring the level of IR and UV radiation, Practical conservation work



**Picture 30.** A traditional wooden house from Kamena Gora, a mountainous area above Prijepolje, where is developing today cultural, rural, ecotourism; Traditional preparation of fish potage in Tekija on the banks of the Danube, Conservation Workshops for Children in front of the National Museum, 2005.; Summer Conservation School Dijana, Ravna, 2011



**Picture 31.** Mosaic continent before and after conservation



**Picture 32.** The painting analysis with an infrared laser air - IR camera, 3D laser scanning of objects, Legacy of Lazar Vozarević, Lopold's gate at Kalemegdan, The interior with the frescoes of the Bođani Monastery



**Picture 33.** The old water mill on the river Rzav with a conak (house for sleeping), which could with a good conservation project be preserved; Inadequate storing of the archaeological objects in the museum depot; Illegal construction in the Archeological Park in Krusevac-a new building built into the medieval walls



**Picture 34.** Cultural tourism at the Museum of Vuk Karadjic in Trsic, Ethno shop in Knjazevac, Competition in making belmuša in Svrlijig



**Picture 35.** The village of Ozalj is located at about 1250 m. above sea level, in the mountainous area between Projepolje and Priboj. Vivid village, fully preserved, with defined urbanization, visible organization of lifestyle and business

The village is almost completely preserved and has 38 buildings of wood, houses and commercial buildings. Today's Ozalj represents a village of traditional log cabin, dating from the 18th and 19th centuries. Mountain village Ozalj, which could be conserved and renovated and with a good sustainable development project to be organize for rural, mountain, eco, gastronomy and similar tourisms.

### **Modernity and international compliance of study program**

The study program is in compliance with the modern scientific and artistic trends in the field of the protection and conservation, special and specialized skills in an appropriate educational-scientific filed (i.e. artistic-educational field). There are four study programs of Conservation in Serbia that are only partially covered:



- The University of Arts in Belgrade-Faculty of Applied Arts which offers *study programs of Conservation and restoration of paintings and art on paper, and Conservation and restoration of sculptures and archaeological objects*;
- The University of Novi Sad - Academy of Arts- *a study program of Conservation and Restoration* as an elective subject within the Department of Fine Arts: Painting and Sculpture;
- Academy of the Serbian Orthodox Church for Arts and Conservation- a study program of *Restoration and preservation* (Conservation and restoration of the frescoes).

The study program of Heritology – HERITAGE PROTECTION within the ALFA BK University is the one of the only few academic study programs that fully covers the new concept of heritage protection, with a unified approach to the joint protection of the material, intangible and natural heritage. Therefore, this study program is in compliance with the several university programs in Europe and worldwide, which is partially implemented and in specific areas of heritage.

- Cardiff University UK - Conservation of Objects in Museums and Archeology; School of History, Archeology & Religion.
- The University of Amsterdam - *Studies of Conservation and Restoration*.
- The University of Turin, Italy - Turin School of Development, Italy; Module from the Field of Art, *Studies of Heritage Protection*.
- The West Dean College UK - *Conservation of High Quality Facilities of Cultural Heritage*.
- The University of Paris 1, Pantheon - Sorbonne; *Archeology, Science in Archeology; the Conservation-Restoration of cultural goods; History of art; Heritage and museums*.
- Geterburg University- Department of Conservation.
- The University of Arizona - *College of Architecture, Planning and Landscape Architecture; Heritage conservation program*.

The programme is aligned with the approaches of leading international institutions dealing with the protection of heritage and conservation (UNESCO, ICOM, ICCROM, the Canadian Conservation Institute CCI, The Center for Research and Restoration of the Museums of France-C2RMF, The National Heritage Institute in France-INP, the High Institute for Conservation Restoration in Rome - ISCR, The Netherlands Institute for Cultural Heritage, the European Association of conservationists, the Institute for Conservation of Great Britain, Smithsonian Institute in

Washington DC, the Ormylia Art Diagnosis Centre-Greece, Institute of physics-Florence, the Regional Center for Conservation - Palermo.



**Picture 36.** In the mountainous area of Jabuka and Kamena Gora, altitude of about 1200 meters, above Prijepolje can be found well-preserved examples of buildings reflecting the oldest types of houses, which by construction, construction method and construction materials have not changed practically from prehistoric or medieval times

### **Competences of graduate students**

By mastering this program, students acquire the following general skills:

#### Analysis, synthesis and prediction of solutions and consequences

- **Analysis of the condition** of heritage, valorization of heritage, research of the value of heritage that must be preserved, in order to develop a plan of the systematic care for the heritage.
- **Defining the problem;** identification and determining the risk, the estimation of current and potential risk to the condition of heritage.

- **Draw conclusions about the condition** of heritage, prepare a plan of systematic care for heritage, prioritization, remediation programs, conservation, rehabilitation, presentation, promotion and management of heritage.
- Results of the failure to implement the corresponding plan of systematic care for the heritage are the **loss of control over risk management** at cultural and natural heritage, loss of value, heavy, damage or the complete loss of the heritage artifacts.



**Picture 37.** Microbial contamination of archaeological ceramics in the museum depot; Traditional Serbian house in Sjenica, in very bad condition, photographed in 2011



**Picture 38.** Damaged icons and books in the Church of St. Stefana in Velika Hoča, photographed in 2004

Mastering the methods, procedures and processes of the research

- Mastering the concept of heritage integration protection, a common concern for cultural and natural heritage, as an integral and equal part of sustainable development which are economic prosperity, social harmony and preservation of the natural and living environment (common concern for cultural and natural heritage).
- Mastery of traditional and modern methods of interdisciplinary research related to Heritology - heritage protection in the field of DHP,

PMP, TTP science and the field of art of mastering the art and craft skills for implementation conservation treatments.

- Mastery of the methods of presenting results of research and conservation heritage, professional initiative and new and original research approaches.
- Adoption of procedures for implementing the concept of Preventive conservation , Curative conservation and Restoration as a coherent system of strategic protection and preservation of heritage.
- Adoption process of interdisciplinary research that begin with the valorization of heritage and setting values that must be preserved; application of physicochemical, technological and biological research for determining the technologies and techniques required for making of heritage artifacts and the precise methods of conservation that should be applied; research document technique, especially in the field of digital technology; research suitable ways of presentation, promotion and preservation of heritage that will not threaten its value and which will preserve its original identity for future generations.
- Understanding the importance and application of new techniques and technologies in the protection and preservation of heritage.



**Picture 39.** Experimental archeology-Reproduction of ceramics technology from the Bronze Age of Serbia; The painting analysis with an infrared laser air - IR camera

The development of critical and self-critical thinking and approaches related to:

- Application of an inappropriate methods of scientific research in improving the preservation.
- Proper assessment of the content of valorization of heritage;
- Invasive approaches in cases of conservation treatments, application of the inappropriate materials for the conservation, dealing with the old conservations and the ways to eliminate them;
- Comparison between the written traditional and digital documents and application of modern techniques of high technology;
- Inadequate preparedness of heritage for its presentation, promotion, and inclusion of heritage in modern life-can cause cheap commercialization, intensive exploitation, rapid endangering of historical, archaeological, artistic, natural, social and economic values, loss of heritage as development resource.





**Picture 40.** The founder's fresco composition in the Church of the Virgin Hodegitria from 1330 in the Patriarchate of Peć (a copy of the fresco in the Fresco Gallery in Belgrade). Until 1354 the facade of the churches in Peć Patriarchate had not been painted. Then Archbishop of Peć , Danilo II, inspired by Monastery of Žiča, ordered to paint the whole Patriarchate red (Đurić, 1990).

Thus, the question about which approach conservators should choose during the modern conservation and restoration of the facade requires professional discussion and serious research work: a primary original appearance which took place during the period from 1330 to 1354, or appearance that the Peć Patriarchate had after 1354 to the present day - over a long historical period that has remained in the memory of a modern man?

#### Applying knowledge in practice

- Prepare students for strategic planning and practical implementation of heritage protection, through a short-term and long-term plans and programs at national, local and institutional levels.
- Training for a set of management plans for the protection of all the heritage content, for the use in the field of heritage law and those that are associated with it.
- Training for the implementation of applied science and research in the advancement of heritage science-heritage protection, the application of preventive conservation, curative conservation and restoration, efficient system of contemporary documentation, promotions, presentations and heritage preservation.
- Training within the framework of local and national communities develop strategic awareness of the values of heritage for economic, social and cultural development on the local and national level.



**Picture 41.** Part of the conservation process of archaeological ceramics

### Professional ethics

- Training students within the local and national communities to develop awareness that there is the need for systematic care of their own heritage. That heritage is very sensitive to improper handling and management, and a variety of tangible and intangible influences from the environment. It is easier and quicker to depreciate true values and integrity of the heritage, but the process of devalorisation of values is irreversible.
- Training students to develop professional and social instruments to properly position the heritage in the contemporary life of the community and to carry over the basic integrity of heritage to the next generation.
- Training students to use the basic standards associated with the use of Heritage Protection heritage, in accordance with the ethical codes of professional associations and institutions, at national and international level.



Development of communication abilities and skills, as well as the cooperation with closer social and international environment for:

- Partnership for intersectional and interdisciplinary cooperation in the protection and presentation of heritage;
- More active role of the media in raising awareness of the professional and general public for the presentation, identification of heritage values and pointing out of its strategic importance in the social and economic development of the society;
- Partnership in the international environment in order to properly evaluate the content and integrity of the heritage and as such be equally involved in the international projects;
- Cooperation and partnership in the development of cultural, eco, rural, gastronomic, geo tourism in commercial industry and put it at the service of development and heritage protection.



**Picture 42.** Characteristic vivid products of old crafts in the Slovak village of Ruski Krstur in Vojvodina. The contemporary life of the inhabitants of this village is marked it by a home ambient and atmosphere with this type of traditional furniture.

Solving specific problems using scientific methods and procedures

- Solving the problems of control and application of the preventive conservation, controlling the environmental conditions of the heritage

artifacts, in order to slow down or stop the operation of the hazardous environmental factors to the material heritage.

- Planning and control of microclimate conditions of storage, display and transportation in the institutions specialized for the protection of heritage.
- Planning environmental conditions and healthy environment to prevent the aggressive influence of external factors on heritage objects.
- Management and control of all the risks, potentially harmful for the heritage (air pollution, emergency situations, inadequate conservation treatment, improper handling, storage, presentation and promotion).
- Solving the problem of application of the appropriate curative conservation and restoration, conservation of new materials for a direct application on the artifacts, removal of old conservations.
- Solving the problems by the use modern digital technology and information systems to improve the documentation system.

#### Skills development and skills in the use of knowledge in the relevant field

- Students acquire competencies that are dedicated to the development of skills and the proficiency for acquiring knowledge in the scientific research and the selection of appropriate conservation approach, especially in the field of preventive conservation, curative conservation and restoration, information documentation system, legal protection of heritage, management of heritage, modern life heritage and its setting in the framework of sustainable development, especially at the local level.
- Students are trained to combine theoretical knowledge with the development of their practical and artistic skills.
- Students gain competence to fully master the information communication technology for efficient and complete contemporary documentation, creating a common database on all the complex activities and the contents of heritage; creating different databases intended intended for professional and general public.

### **Conclusion**

Realization of the program of Heritology-Heritage Protection is of general social significance not only for Serbia but also for the region of South East Europe and beyond. Therefore, we plan that the studies can be followed in the English language. Studies should help in the formation of the new profile of professionals, researchers and experts who will be able to take on complex, interdisciplinary, integrative ways of taking care of

heritage. Students will acquire modern scientific knowledge, master modern methods and techniques of conservation, the successfully implementa acquired knowledge, methodologies and skills.

By this study concept, ALFA BK University will enable new generations of professionals to be involved in European strategic concept of integrative protection, with a unique, firm, interdisciplinary system including the protection of all facilities of cultural and natural heritage together. In order to achieve such a serious, complex and voluminous objective and to allow all interested students to participate in these programs, it is necessary to have the complete studies of Heritology-Heritage Protection (Bachelor, Master and Doctoral studies, based on the 4 + 1 + 3). The steps towards the realization of Doctoral studies in cooperation with renowned foreign universities, researchers, experts and various artists are already being carried out.

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**KONCEPT INTEGRATIVNE ZAŠTITE U NOVIM AKADEMSKIM  
STUDIJAMA HERITOLOGIJE-ZAŠTITE NASLEĐA NA ALFA BK  
UNIVERZITETU**

**Apstrakt**

Osnovni zadatak novih studija iz Heritologije je ovladavanje konceptom integrativne zaštite nasleđa, objedinjene brige za kulturno i prirodno nasleđe zajedno. Ovakav pristup je sastavni i ravnopravni deo održivog razvoja koji čine ekonomski prosperitet, društvena harmonija i očuvanje životnog okruženja čoveka (zajednička briga za kulturno i prirodno nasleđe). Osnovnu strukturu studija čine četiri sadržajne celine, međusobno povezane i isprepletane: Materijalno nasleđe, Nematerijalno nasleđe, Prirodno nasleđe, Upravljanje nasleđem. Program je interdisciplinarnog karaktera i pruža akademsko obrazovanje i praktičnu obuku preko različitih sadržaja i metoda iz oblasti DHP, PMP, TTP nauka i Umetničkog polja. Studije treba da osposobe studente da direktno povežu teoriju, metodologiju i praksu konzervacije sa valorizacijom vrednosti koje moraju da se čuvaju, fizičko hemijskim, biološkim i tehnološkom istraživanjima i konzervatorskim metodama preventivne konzervacije, kurativne konzervacije i restauracije; dokumentacije, promocije, prezentacije. Studije, takođe treba da osposobe studente da u okviru lokalne i nacionalne zajednice razvijaju svest o potrebi za sistematskom brigom o sopstvenom nasleđu, jer je nasleđe veoma osetljivo na neodgovarajuće rukovanje i upravljanje i na različite materijalne i nematerijalne uticaje iz okruženja. Studenti treba da se osposobe da u okviru lokalne zajednice razvijaju profesionalne i društvene instrumente za pravilno postavljanje nasleđa u savremeni život i za prenošenje osnovnih sadržaja integriteta nasleđa na naredne generacije. Studije treba da pomogne u formiranju novog profila profesionalaca, istraživača i stručnjaka koji će biti u stanju da se na kompleksan, interdisciplinarnan, integrativan način brinu o nasleđu. Realizacija programa Heritologije – Zaštite nasleđa ima opšti društveni značaj ne samo za Srbiju i region Jugoistočne Evrope, već i šire.

**Ključne reči:** integrativna zaštita, održivi razvoj, heritologija, akademsko obrazovanje.