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The role of the UNESCO Chair at the Masaryk University in the system of protection, preservation and presentation of cultural heritage

UNESCO Chair at the Masaryk University

The history of UNESCO Chair at the Masaryk University in Brno reaches back to almost the origins of the UNITWIN/UNESCO Chairs Programme.¹ This programme started in 1992 at the instigation of the 26th UNESCO's General Conference and „was conceived as a way to advance research, training and programme development in all of UNESCO's fields of competence by building university networks and encouraging inter-university cooperation through the transfer of knowledge across borders.”² Currently there are 763 UNESCO Chairs and 69 UNITWIN Networks comprising more than 850 institutions in 134 countries.³ With their specialisation they support key activities of the UNESCO organisation, among which are education, the natural and social sciences, culture and communication.⁴ „In many instances, the Networks and Chairs serve as think tanks and as bridge builders between academia, civil society, local communities, research and policy-making. They have proven useful in informing policy decisions, establishing new teaching initiatives, generating innovation through research and contributing to the enrichment of existing university programmes while promoting cultural diversity.”⁵ This and other goals (e.g. to readjust geographic imbalance which is now in favour of the North; to stimulate triangular North-South-South cooperation or to create regional or sub-regional poles of innovation and excellence...) then count among the objectives of the UNITWIN/UNESCO Chair Programme since 2007 in subsequence to the 34 C/4 Medium Term Strategy for 2008–2013.⁶

¹ UNITWIN is the abbreviation for the University Twinning and Networking Programme. *University Twinning and Networking* [online]. [cit. 2015-07-31]. Available from www: <<http://www.unesco.org/en/university-twinning-and-networking/university-twinning-and-networking/>>.

² Ibidem.

³ Ibidem.

⁴ *UNITWIN/UNESCO Chairs Programme* [online]. [cit. 2015-07-31]. Available from www: <<http://en.unesco.org/unitwin-unesco-chairs-programme>>.

⁵ Ibidem.

⁶ *University Twinning and Networking* [online]. [cit. 2015-07-31]. Available from www: <<http://www.unesco.org/en/university-twinning-and-networking/university-twinning-and-networking/>>.

Two years after the beginning of the UNITWIN/UNESCO Chair Programme already, that is in 1994, by an agreement between the United Nations Educational Scientific and Cultural Organization, represented by its Director-General, Mr Federico Mayor, and the Masaryk University, Brno, represented by its Rector, Mr Eduard Schmidt, the UNESCO Chair of Museology and World Heritage was established. The activity of the UNESCO Chair is now being extended thanks to professional activities of the Masaryk University with assistance of the Czech National Committee for UNESCO, and within this extension a concept of two thematically specialised UNESCO Chairs is being prepared. The activity of present UNESCO Chair of Museology and World Heritage is being revitalised and an entirely new UNESCO Chair of Intangible Cultural Heritage is being established. This text presents the conceptual and professional objectives of both these chairs and their mutual relevance in protection, preservation and presentation of tangible and intangible cultural heritage.

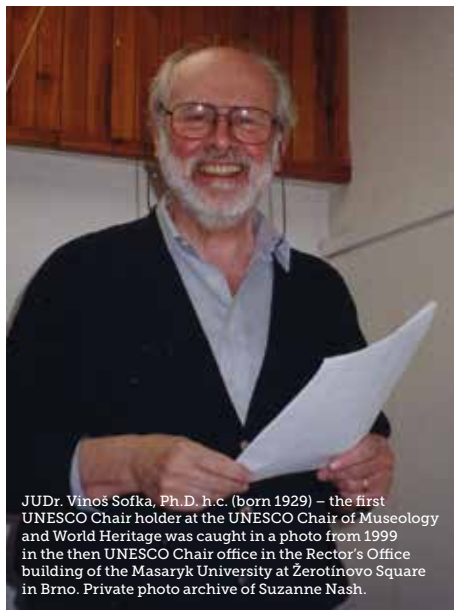
UNESCO Chair of Museology and World Heritage

The UNESCO Chair of Museology and World Heritage at the Masaryk University has been existing since 1994 and is still the only UNESCO Chair in the world, which focuses on supporting museology. In view of this fact and of the twentieth anniversary of its existence, and especially on the basis of a critical reflection of own activities and an outlook into the future and consideration of appeals which are included in the UNESCO programme documents (37 C/4 Medium-Term Strategy 2014–2021 and 37 C/5 Approved Programme and Budget for 2014–2017), the UNESCO Chair has prepared and presents an innovated plan of activities. The proposal is based on current situation and needs of museology in the Czech Republic and all over the world as well as on the facilities of the Chair as an organic part of the Department

◀ abstrakt | abstract

The UNESCO Chair at the Masaryk University in connection with key UNESCO documents and strategies currently undergoes a significant transformation. Its activity is being considerably extended and within this transformation a concept is being prepared of two thematically specialised UNESCO Chairs – the activity of present UNESCO Chair of Museology and World Heritage is being revitalised and an entirely new UNESCO Chair of Intangible Cultural Heritage is being established. Both these UNESCO Chairs thus in mutual cooperation within the Masaryk University offer space for a comprehensive scientific grasp of the problem of protection and preservation of cultural heritage.

Pracoviště UNESCO Chair na Masarykově univerzitě v návaznosti na klíčové dokumenty a strategie UNESCO v současné době prochází výraznou transformací. Jeho činnost je významně rozšiřována a v rámci tohoto rozšíření je připravována koncepce dvou tematicky profilovaných Kateder UNESCO – revitalizována činnost stávající Katedry UNESCO pro muzeologii a světové dědictví a zcela nově je budována Katedra UNESCO pro nemateriální kulturní dědictví. Obě katedry UNESCO tak ve vzájemné spolupráci na půdě Masarykovy univerzity nabízejí prostor pro komplexní vědecké obsáhnutí problematiky ochrany a péče o kulturní dědictví.



JUDr. Vinoš Sofka, Ph.D. h.c. (born 1929) – the first UNESCO Chair holder at the UNESCO Chair of Museology and World Heritage was caught in a photo from 1999 in the then UNESCO Chair office in the Rector's Office building of the Masaryk University at Zerotínovo Square in Brno. Private photo archive of Suzanne Nash.

of Archaeology and Museology at the Masaryk University in Brno.

The Chair arose as the very first and so far only UNESCO Chair in the Czech Republic and its founding resulted from international professional activities and personal engagement, particularly of Zbyněk Z. Stránský, in the field of museology development. The first head of the Chair became another internationally recognised distinct personality, Vinoš Sofka.⁷ The activities of the Chair were thoroughly targeted at the most important aspects given by the Agreement and the objectives of the UNITWIN/UNESCO Chair Programme, that is, „The purpose of the Chair shall be to pro-

mote an integrated system of research, training, information and documentation activities in the fields of museology and the cultural and natural heritage. It shall serve as an instrument for facilitating subregional and regional collaboration between high-level, internationally recognized researchers and teachers and the research and teaching staff of the University.”⁸ Unequivocal support was declared to international scientific cooperation in the field of museology and world heritage that is in branches, which at that time underwent a dynamic development. It mainly consisted in the exchange of information and professional documents, as well as in internships of academic, scientific and research workers and students from the Masaryk University.⁹ A precondition also was the involvement of the Chair in activities of international, inter-university and other educational and cultural networks with special focus on institutions, which are engaged in educational, scientific, research, documentation and publishing activity in the field of museology, museum work and cultural and natural heritage.¹⁰ The Chair has carried out all of the above-mentioned activities at the Masaryk University in narrow cooperation with the Centre of Museology¹¹ and then the UNESCO International Summer School of Museology.¹² Members of the teaching staff of the Chair thus participated in tuition of museology students at the Masaryk University, held lectures as visiting pedagogues in international workshops, and took a very active part in scientific symposiums and in activities of national as well as international professional organisations, particularly museological institutions and museums.

All these tasks are still being related to the UNESCO Chair of Museology and World Heritage.

However, in the new concept the Chair is specialised much more as a centre of thoughts, a place of encounters and exchange of knowledge in the field of museology and related disciplines. It implies a narrow interdisciplinary cooperation between individual bodies of the Masaryk University, cooperation with universities in the Czech Republic and abroad and with other professional institutions conducting museological and archaeological practice, so that it can methodically cover the field of theoretical as well as applied museology and the issue of preservation and presentation of world heritage. Due to its university background and long-term practical experience, the UNESCO Chair of Museology and World Heritage will further guarantee scientific and research activity, education of students and experts from professional practice and exchange internships of academic workers. The main focus of its activity is further on the informational and methodical support in the field of museological treatment of world heritage, supported by a unique interdisciplinary combination of museological and archaeological knowledge. The activity of the Chair is in accordance with valid UNESCO documents (37 C/4 Medium-Term Strategy 2014–2021, 37 C/5 Approved Programme and Budget for 2014–2017, and Guidelines and procedures for the UNITWIN/UNESCO Chairs Programme)¹³ and is focused on supporting the achievement of strategic goals set down in these documents.

The UNESCO Chair of Museology and World Heritage is aimed at a targeted support of the society-wide awareness of the role which museums are playing in the sustainable development of society, and at strengthening their significance as subjects of cultural and intercultural dialogue and bearers of memory of past generations. The Chair is conceived as a centre of professional support to museums and other cultural institutions which are concerned with the phenomenon of cultural heritage. In connection with Resolution No. 43 approved by the 37th UNESCO General Conference,¹⁴ the activity of the Chair is focused on supporting the scientific role of museums, scientific background of museology as a discipline, and the applied level of daily museum practice in three fundamental areas – theory of museology and history of the museum phenomenon, museum exhibitions and museum pedagogy. Educational activity in the form

⁷ The next Chair Holder after JUDr. Sofka, Ph.D. h.c. (Chair Holder 1994 – 2002) became PhDr. Jan Dolák, PhD. in 2002–2014. The revitalisation of the activities of the Chair has been supervised since 2014 by Prof. Mgr. Jiří Macháček, Ph.D.

⁸ The Agreement on Establishment of the UNESCO Chair of Museology and World Heritage at the Masaryk University in Brno [online]. Paris: The United Nations Educational, Scientific and Cultural Organization UNESCO, Brno: Masaryk University in Brno, November 1994, p. 3, point 2 [cit. 2015-03-16]. Available from www: <<http://www.phil.muni.cz/wune/home/Documents/ostatni-dokumenty/dohoda%20o%20zrizeni%20katedry%20UNESCO.doc/view>>.

⁹ Ibidem.

¹⁰ Ibidem.

¹¹ The Centre of Museology is one of the oldest permanent museological departments worldwide. It was already in 1921 that PhDr. Jaroslav Helfert, the then director of the Moravian Museum, helped to establish Lectorate in Museum Studies at the Masaryk University (Masaryk University was established in 1919). The lectures and tutorials which have been held in 1922–1951 not only accentuated the problem of museum practice but were also concerned with several theoretical and organisational questions related to the overall situation with Czechoslovak museums of that time. The education of museum workers returned to the university at the beginning of the 1960s in connection with activities of the museological department in the Moravian Museum. In 1963, an external chair of museology, based in the Moravian Museum, was established upon suggestion of the museum director RNDr. Jan Jelínek, with support from PhDr. Zbyněk Z. Stránský and by courtesy of rector of the Jan Evangelista

Purkyně University, Prof. RNDr. Theodor Martinec. Postgraduate studies started in the academic year 1965/1966, and the Chair of Archaeology and Museology was established in 1977. After a change in the Higher Education Act, the postgraduate studies transformed in the 1990s into specialisation studies and the variety of study modes was extended by full-time and combined studies. Since the mid-1990s, museology has been a separate section of the Department of Archaeology and Museology, which during its existence successfully trained over 250 postgraduates and more than 500 graduates. The Brno museology contributed with its activities to formation of the discipline both in our country and abroad, and to professionalisation of the museum work. The persons involved took part in the foundation of ICOFOM and ISSOM, by means of which the international cooperation in the field of museology was established and intensified. For more details about the Centre of Museology see e.g. RUTAR, Václav. Vznik, vývoj a práce externí katedry muzeologie v Brně v letech 1963–1969. *Museologica Brunensia*, 2014, no. 5, pp. 4–11, as well as KIRSCH, Otakar. Vysokoškolská výuka muzeologie v Brně v době normalizace a nástupu demokratického režimu. *Museologica Brunensia*, 2014, no. 5, pp. 12–20, VALÁŠKOVÁ, Lucie. Brněnská muzeologie po roce 1990. *Museologica Brunensia*, 2014, no. 5, pp. 21–27 or MRÁZOVÁ, Lenka and Lucie JAGOŠOVÁ. Obsahové proměny kurikula brněnské muzeologie v letech 1964–2014. *Museologica Brunensia*, 2014, no. 5, pp. 28–42.

¹² For more details about the UNESCO International Summer School of Museology see e.g. DOLÁK, Jan. Mezinárodní letní škola muzeologie 1986–1999. *Museologica Brunensia*, 2014, no. 5, pp. 43–46.

¹³ 37 C/4 Medium-Term Strategy 2014–2021 [online]. Paris: United Nations Educational, Scientific and Cultural Organisation, 2014 [cit. 2014-08-21]. Available from www: <<http://unesdoc.unesco.org/images/0022/002278/227860e.pdf>>. Guidelines for UNESCO Chairs [online]. [cit. 2015-07-31]. Available from www: <<http://en.unesco.org/unitwin-unesco-chairs-programme>>.

¹⁴ Resolution approved by the 37th UNESCO's General Conference [cit. 2015-01-14]. Available from www: <<http://unesdoc.unesco.org/images/0022/002261/226162e.pdf>>.

of lectures, seminars, internships, specialised publications and other forms of mentoring follows the principles of lifelong learning. An important part of activities of the UNESCO Chair of Museology and World Heritage consists in supporting the interconnection of the Czech museological and museum environment with current development of the discipline worldwide in the form of lectures held by recognised foreign museologists, and by presenting the Czech museological background to foreign audience. With regard to these objectives, an electronic presentational and informational platform in Czech and English language will gradually be established. The website of the Chair³⁵ is intended to be a place of active encounters of students, academics and experts from practice for mutual discussion, sharing the newest information and knowledge, establishing and mediating cooperation and interdisciplinary connections and presentation of results of activities of the Chair and other partners. An important topic also are interdisciplinary overlaps towards other disciplines, which find use in museum institutions (history, archaeology, heritology, history of art, ethnology a. o.), and the methodical help for their mutual cooperation aimed at optimal support of museum documentation and presentation of world heritage. Due to narrow cooperation within the Department of Archaeology and Museology at the Masaryk University, the Chair will lay focus on museological care for archaeological heritage as a model example of a combination between museology (1) and disciplines involved in museums, (2) archaeological museum collections, (3) and archaeological field research.³⁶ The Chair will offer to experts educational activity and practical training in survey and excavation methods of archaeological research inclusive of experimental archaeology.³⁷

The activity of the UNESCO Chair of Museology and World Heritage is planned at three basic levels:

- supporting the role of museums (development of theoretical base of the discipline and emphasizing the scientific role of museums, supporting and emphasising the documentary and educational role

of museum institutions as the materialised knowledge potential of the past, supporting the museological care for archaeological heritage, development of museological teaching methods, international cooperation);

- supporting the documentation of objects of movable cultural heritage (supporting education in modern methods of archaeological research and their application in practice, cooperation with public authorities in establishment of policies focused on the development of care for movable cultural heritage);
- establishing a communication and information platform for sharing and transfer of the newest knowledge within the discipline.

The activities of the Chair are focused on key topics such as theoretical and applied museology (history of the museum phenomenon, museum pedagogy, museum exhibitions) and museological care for archaeological heritage. The main fields of activity of the Chair are specialised scientific and publication activity; educational activity towards the experts as well as the non-professional public and also mediation of the newest professional knowledge to Czech and foreign experts and public authorities. All these activities are accessible to university students in the Czech Republic and abroad, college students in the Czech Republic, academic workers at universities in the Czech Republic and abroad, workers in museums, institutions of monument care and other branches of cultural heritage (e.g. archaeological institutions) in the Czech Republic and abroad, specialised museological and archaeological professional associations, and professional associations in other disciplines concerned with cultural heritage and also workers in public authorities who are engaged in administration of cultural heritage.

The activity of the UNESCO Chair of Museology and World Heritage, which is an organic part of the Department of Archaeology and Museology at the Masaryk University, is guaranteed by a professor at this Department, whose nomination has been approved in cooperation with the Czech National Committee for UNESCO and the UNESCO Secretariat according to internationally valid rules.³⁸ The activity of the UNESCO Chair will be regularly supervised by the Board of the UNESCO Chair of Museology and World Heritage. The Board members will be appointed by the Rector of the Masaryk University upon the pro-

posal by the UNESCO Chair Holder. We greatly appreciate the fact that the members of the Board of the UNESCO Chair of Museology are recognised experts in disciplines which are related to the activities of the Chair. The key partners are Institute for Protection of Cultural Heritage of Slovenia (Slovenia), University of Graz, Institute of Art History (Austria), Faculty of Education, University of Ljubljana (Slovenia), Comenius University in Bratislava, Faculty of Arts, Department of Ethnology and Museology (Slovakia), Romano-Germanic Central Museum, Forschungsinstitut für Vor- und Frühgeschichte (Germany) and Technical Museum in Brno (Czech Republic). The Chair continuously cooperates with the Czech Association of Museums and Galleries and the Czech National Committee of ICOM, as well as with further professional organisations in the field of museology and monument care or non-profit projects such as, for example, the PamátkyDnes Project,³⁹ which is focused on searching for optimal ways of promotion and documentation of monuments in the form of film adaptation.

The UNESCO Chair of Museology and World Heritage formulated its innovated goals after an analysis of weaknesses of the Chair and current needs of Czech and European museology; the emphasis is laid on support and development of interdisciplinary connections towards museological care for cultural heritage exemplified by archaeological relics. This interdisciplinary approach is based on general development of international cooperation between the UNESCO Chair and other academic and professional institutions, professional associations, public authorities and non-profit organisations concerned with protection of cultural heritage. This development lacks an information and communication platform and a conceptual possibility of meeting and professional discussion. The aim of the Chair is an informational and professional interconnecting of museological and academic institutions, and promotion of their cooperation in the field of scientific development of museology as a discipline. It also supports a connection between these institutions and specialised professional organisations and museums towards popularisation of professional protection, conservation and care for movable heritage, as well as methodical and educational help and transfer of knowledge between museological institutions, museums and public authorities. The generational activities of the project restore the contacts interrupted by a generational change in university museological departments worldwide, and react to questions put on muse-

³⁵ The website of the Chair will be revitalised and extended on the existing address <http://www.phil.muni.cz/wune>.

³⁶ Archaeology counts among the most frequently represented scientific disciplines in museum collections in the Czech Republic. According to law no. 243/2000 Coll., all movable archaeological finds are stored in museums governed by municipalities, counties or by the Ministry of Culture, or in state organisations which permanently curate museum collections.

³⁷ Department of Archaeology and Museology has been conducting systematic archaeological research into several archaeological sites (systematic excavations of a multicultural prehistoric area at Těšetice-Kyjovice, an early medieval Slavic agglomeration at Břeclav-Pohansko, and medieval Rokštejn Castle near Jihlava).

³⁸ *Guidelines for UNESCO Chairs* [online]. [cit. 2015-07-31]. Available from [www: <http://en.unesco.org/unitwin-unesco-chairs-programme>](http://en.unesco.org/unitwin-unesco-chairs-programme).

³⁹ *PamátkyDnes Project* [online]. [cit. 2015-07-31]. Available from [www: <http://www.pamatkydnes.cz/>](http://www.pamatkydnes.cz/).

ums and museology by social development of generational the past twenty years, where the original ways of encountering, cooperation and information spread became outdated and a new functional form of these contacts had to be found. The UNESCO Chair of Museology and World Heritage will offer the missing space for encountering, sharing of knowledge and information, and space for active project cooperation on the joint topic of development of museology and museums.

UNESCO Chair of Intangible Cultural Heritage at the Masaryk University in Brno

The system of protection of cultural heritage of the United Nations Educational, Scientific and Cultural Organization (UNESCO) underwent since its origin a gradual development and specification according to how this organisation and the cooperating governments and institutions gained practical experience in application of protective and preservation measures, supporting programmes and systems. While the first phase of particular protection, in accordance with the *Convention Concerning the Protection of the World Cultural and Natural Heritage* (1972),²⁰ was associated with preservation of immovable cultural and natural monuments, in official as well as informal discussions of participating experts with increased regularity occurred impulses to protect as well the intangible cultural phenomena. Nevertheless, the intangible nature and many other specific aspects of this part of cultural heritage, as well as the local and regional variability in relation to particular bearers, complicated a little any systematic grasp of this phenomenon and its embodying in the well-established UNESCO mechanisms of protection and preservation.

An important shift forward therefore became a *Recommendation of the UNESCO's 25th General Conference on the Safeguarding of Traditional Culture and Folklore* in 1989.²¹ Its appeal was based on the knowledge of existence of elements of traditional culture and folklore, which due to globalisation easily succumb to cultural equalisation. The fear of irretrievable loss of many intangible phenomena which are giving proof of cultural diversity of human socie-



Prof. Antonín Václavík (1891 – 1959) – founder of the Department of European Ethnology of the Brno university and prominent expert in European ethnology. Photo archive of the Department of European Ethnology, Faculty of Arts, Masaryk University Brno.

ties, as well as of the impact of this loss in social and economic sphere, inclusive of the identity of national or otherwise defined communities, therefore initiated the first set of recommendations on the identification, documentation, protection, presentation and popularisation of traditional culture and folklore.

A natural outcome of the efforts for a systematic approach to protection of the intangible cultural heritage became in 2003 the *Convention for the Safeguarding of the Intangible Cultural Heritage*,²² in whose creation the Czech Republic took an active part. The document takes account of mutual interconnection of tangible and intangible components of cultural heritage as well as the significance of intangible phenomena in formation of various types of identity. And because a systematic preservation also demands a clearly defined subject of interest, the Convention provided a clear definition of intangible cultural heritage, which „means the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural

heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity. For the purposes of this Convention, consideration will be given solely to such intangible cultural heritage as is compatible with existing international human rights instruments, as well as with the requirements of mutual respect among communities, groups and individuals, and of sustainable development.”²³

Even though the *Convention for the Safeguarding of the Intangible Cultural Heritage* declares a need to develop, mainly in young generation, the awareness of importance of the intangible cultural heritage, the Czech Republic currently does not have any university department, which would be concerned with this task in subsequence to the UNESCO activities and the key international and national documents. The intent of the Masaryk University targeted since 2013 at the establishment of a UNESCO Chair of Intangible Cultural Heritage at the Department of European Ethnology, Faculty of Arts, thus forms an important bridge between the existing networks which are built on the basis of both UNESCO and Masaryk University. Their mutual interconnection and cooperation can contribute to application of experience gathered in both spheres and bring new impulses to more effective activity in the field of knowledge and subsequent preservation and presentation of the intangible cultural heritage.

The specialisation of the Chair in the intangible cultural heritage springs from previous professional profile of the Department of European Ethnology – the second oldest university department of ethnology in the Czech Republic (founded in 1946).²⁴ The phenomena from the field of intangible culture became since the beginning of existence of the Chair an integral part of scientific and teaching activities, which have been developed here by individual personalities (in the past above all Prof. Antonín Václavík, Prof. Oldřich Sirovátka, Prof. Richard Jeřábek, Prof. Dušan Holý, Prof. Václav Frolec, Prof. Bohuslav Beneš).²⁵

²⁰ *Convention Concerning the Protection of the World Cultural and Natural Heritage* [online]. [cit. 2015-06-30]. Available from www: <<http://whc.unesco.org/en/convention/>>.

²¹ *Doporučení 25. generální konference UNESCO o ochraně tradic a lidové kultury* [online]. [cit. 2015-06-30]. Available from www: <http://www.nul.cz/files/kestazeni/dop_unesco.pdf>.

²² *Convention for the Safeguarding of the Intangible Cultural Heritage* [online]. [cit. 2015-06-30]. Available from www: <<http://www.unesco.org/culture/ich/index.php?lg=en&pg=00006>>. Czech version available online from www: <<http://www.nul.cz/files/kestazeni/umluva.pdf>>.

²³ *Ibidem*, Article 2, Paragraph 1.

²⁴ *Almanach k 60. výročí Ústavu evropské etnologie Filozofické fakulty Masarykovy univerzity: 1945–2005*. Brno: Masarykova univerzita, 2006, 71 p.

²⁵ Cf. e.g. DRÁPALA, Daniel (ed.). *Antonín Václavík (1891–1959) a evropská etnologie. Kontexty doby a díla*. Brno: Masarykova univerzita, 2010. BROUČEK, Stanislav and RICHARD JEŘÁBEK (eds.). *Lidová kultura. Národopisná encyklopedie Čech, Moravy a Slezska. 1. Svazek. Biografická část*. Praha: Mladá fronta, 2007, pp. 23–25, 55–56, 75–76, 97–98, 197–198, 240–241.



The rural Shrovetide door-to-door processions and masks in the region around Hlinsko were entered into the UNESCO Representative List of Intangible Cultural Heritage of Humanity on 16 November, 2010. Photo by Eva Románková, 2012.

During its whole existence, the Department of European Ethnology has formed the rising generations of ethnologists, so that they are equipped with sufficient theoretical and practical knowledge applicable in various types of professional institutions. This is i.a. also evidenced by frequent employment of graduates in central as well as regional museums and other memory institutions, departments of the Czech Academy of Sciences or the National Institute of Folk Culture in Strážnice. The ability to use the knowledge acquired by professional training in the field of applied ethnology at the university was also proved by an active involvement of graduates from the Department of European Ethnology, Faculty of Arts, Masaryk University, in the preparation of all hitherto elaborated nominations for registration of a phenomenon in the Representative List of Intangible Cultural Heritage of Humanity²⁶ as well as some proposals for entry into the List of Intangible Objects of Czech Traditional Culture and Folklore.²⁷

The teaching staff and collaborators (visiting lecturers, postgraduate students), mainly



The Ride of the Kings, a traditional festival which is still actively celebrated in four localities in South Moravia (Hluk, Kunovice, Skoronice and Vlčnov), was entered into the UNESCO Representative List of Intangible Cultural Heritage of Humanity on 27 November, 2011. Photo by Eva Románková, 2013.

in the past years, have taken an active part in creation of conceptual documents²⁸ as well as particular national projects connected with UNESCO,²⁹ but they also participate in some direct activities of UNESCO bodies. Doc. PhDr. Martina Pavlicová, CSc., for example, was in 2004–2007 member of the international UNESCO jury for the declaration of Masterpieces of the Oral and Intangible Heritage of Humanity and in 2013 represented the Czech Republic in the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage. In 2011, the employees and postgraduate students of the Department of European Ethnology, Faculty of Arts, Masaryk University (Martina Pavlicová, Daniel Drápala, Eva Románková, Jana Virágová, Jana Tichá, Klára Brožovičová) formed a significant part of the Council of Evaluators at the *Czech Ethnological Society* – a non-governmental organi-

sation accredited at the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage. The aim of this group of experts in ethnology and cultural anthropology was to assess the requests by individual states of the Convention for entry into the List of Intangible Cultural Heritage demanding urgent protection, into the Register of Good Practice (programmes, projects and activities for preservation of intangible cultural heritage) and requests for international financial support of more than 25,000 dollars, and to offer their professional opinions to the Intergovernmental Committee as a base for its decisions.³⁰

The professional potential and human resources of the Department of European Ethnology therefore generate conditions for the development of an integrated system of educational, research-documentary and presentational activities connected with principles of protection and preservation of intangible cultural heritage and implementation of decisions of the UNESCO bodies in the Czech Republic.

The focal points of activity of the UNESCO Chair of Intangible Cultural Heritage:

- Educational sphere comprising the development of professional (theoretical and practical) competences of the bachelor, master and doctoral students (or within other subsequent educational activities) focused on identification, protection and development of the intangible cultural heritage and the UNESCO strategies. The targeted specialisation of teaching activities can thus help to form qualified graduates from the Masaryk University, whose training will contribute to implementation of the knowledge potential of these persons at various levels of protection, preservation and presentation of the intangible cultural heritage on the regional, national as well as international basis, including the possibility of sharing information with international experts, adaptation of ethnology tuition according to European context, and offering of the experience of Czech ethnological tradition to international environment.
- The applied sphere is mainly targeted at the use of experience from the field of basic research and teaching activity for the identification of phenomena of the intangible cultural heritage, as well as for the search and implementation of tools of an effective protection of these phenomena (e.g. the methods of documen-

²⁶ Three phenomena were enlisted so far: 1. Verbuňk (male dance). 2. The Ride of the Kings. 3. Rural shrovetide door-to-door processions and masks in the region around Hlinsko. Cf. BLAHUŠEK, Jan et al. *Slovácký verbuňk: současný stav a perspektivy*. Strážnice: Národní ústav lidové kultury, 2010, 191 p. BLAHUŠEK, Jan and Jarmila TETUROVÁ. *Jízda králů na jihovýchodě České republiky: The Ride of Kings in the South-East of the Czech Republic*. Strážnice: Ústav Národní lidové kultury, 2012, 143 p. BLAHUŠEK, Jan and Ilona VOJANCOVÁ. *Vesnické masopustní obchůzky a masky na Hlínecku: Shrovetide door-to-door processions and masks in the villages of the Hlínecko area*. Strážnice: Národní ústav lidové kultury, 2011, 143 p.

²⁷ *List of Intangible Objects of Czech Traditional Culture and Folklore* [online]. [cit. 2015-06-30]. Available from http://www.mkcrcz.cz/kulturni-dedictvi/regionalni-a-narodnostni-kultura/seznam_nem_statku/seznam-nematerialnich-statku-tradicni-a-lidove-kultury-ceske-republiky-37400/.

²⁸ E.g. *Koncepce účinnější péče o tradiční lidovou kulturu v České republice* [online]. [cit. 2015-06-30]. Available from www.nul.cz/files/kestazeni/koncepce.pdf and from www.lidovakultura.cz/files/Koncepce2011.pdf. Also a several-year-long project of identification and documentation of traditional culture and folklore in the Czech Republic – Cf. *Metodika identifikace a dokumentace tradiční lidové kultury v České republice v kontextu koncepce účinnější péče o tradiční lidovou kulturu na léta 2011–2015*. Strážnice: Národní ústav lidové kultury, 2011, 219 p.

²⁹ E.g. PhDr. Daniel Drápala, Ph.D. He holds the post of the chairman of a committee for awarding the Bearer of the Tradition of Folk Crafts title (Czech variant of the UNESCO project Living Human Treasures) and since 2009 he is the vice-chairman of the National Council of Folk Culture approving the recommendations for the entry of phenomena into the List of Intangible Objects of Czech Traditional Culture and Folklore.

³⁰ See ROMÁNKOVÁ, Eva. Zpráva o účasti České národopisné společnosti v Poradním orgánu UNESCO. *Národopisný věstník*, 2011, vol. XXVIII (70), no. 2, pp. XVII–XX.



Every year since 2001, the practitioners of traditional craftsmanship who maintain and present the knowledge of handmade products are awarded the Bearer of the Tradition of Folk Crafts title, which is a Czech variant of the Living Human Treasures UNESCO award. The photo shows Blanka Mikolajková who was awarded in 2007 (technology of frame-loom weaving – "krosienka"). Photo by Karel Matocha, 2006.

tation, protection, mobilisation of scientific knowledge and strategies for sustainable development, etc.). The use of professional potential and previous research-documentary experience for the identification of phenomena which are suitable to be entered into the systematic care for the values of intangible cultural heritage. An evidence of the effective interconnection of educational activity and applied activities is the involvement of students in field research into present forms of cultural phenomena in both urban and rural environment, which at the same time is a precondition for the sustainable development of tradition and strengthening of the role of ethnologists in today's world. A natural part of the applied level also is a link to state administration, or non-governmental non-profit organisations respectively.

- The specific role of the Chair involves the function of a mediator consisting in creation of appropriate communication platform for bilateral exchange of experiences (directness of urgent social and ethic appeals) and applied procedures between institutions and qualified individuals both at the national level (academic sphere – central and regional scientific and research institutions – local communities – self-governments, as well as other scientific, educational and popularisation networks) and in the international sphere (specifics of support to cultural diversity and intercultural dialogue). The UNESCO Chair of Intangible Cultural Heritage therefore exhibits potential for fulfilling the role of a coordinator of selected activities in both domestic and international environment.

Multifunctionality as one of significant attributes of a university department, which does not perform only primary research, but is

also active in the applied sphere and as a key educational institution, can thus contribute to practical realisation of the main tasks defined in the Convention for the Safeguarding of the Intangible Cultural Heritage.

The previous research, documentation and publishing activities of the Department of European Ethnology give evidence not only of deep knowledge of the object of preservation in its national, regional or local forms, but also of the ability to define the basic principles of existence of particular phenomena of the intangible cultural heritage, the role of bearers as well as external factors, overlaps to the other spheres of human life, etc. The key topic of the activities of the UNESCO Chair of Intangible Cultural Heritage thus seems to be the study of local, regional and national identity in connection to traditional folk culture as one of the buttresses and inspirational sources of this process. The local and regional culture is conceived today as an important phenomenon of social culture, as an identification factor of local inhabitants, as an important part of the place to live. Its systematic documentation and research targeted at the identification of links to traditional folk culture can contribute in a significant way to the knowledge of variability of the intangible cultural heritage at the national and international level. In association with globalisation and cultural equalisation processes, the thoroughly processed and well-structured knowledge base helps to form appropriate preconditions for preservation and protection of valuable phenomena of the intangible cultural heritage, which exhibits a unique inspirational potential for the third millennium society. In its territorial and chronological forms it not only reflects the cultural diversity of human communities, but through the practice and knowledge approved by generations it also brings many impulses for sustainable development, which is an opposite and regulator of commercial activities and uncontrolled tourism.

The key outcomes of the UNESCO Chair of Intangible Cultural Heritage:

- Thematically specialised courses (lectures) within the ethnology curriculum at the level of bachelor's, master's and doctoral studies with focus laid on interdisciplinary connection³¹ and cooperation with other UNESCO Chairs (in particular with the Department of Museology).

- Publications of national and international significance (in a world language, or in Czech).
- Practical workshops (field research) of ethnology students and ethnologists focused on documentation of phenomena of the intangible culture (current condition, changes, influencing factors, etc.).
- International connections to foreign institutions – particularly to those including the UNESCO Chairs.
- Scientific meetings (seminars, symposia, conferences, discussion panels) of international and national character targeted at intangible cultural heritage, whose significance will in this form be mediated to both professional institutions and broad public, and to public administration bodies, whose competences also include organisational and technical securing of protective cultural supervision.

Vision

The UNESCO Chair of Intangible Cultural Heritage with its thematic focus, professional qualification and experiences is able to act parallel to the existing (to supplement and enhance the range of activities of the existing) UNESCO Chair of Museology and World Heritage, namely in the field of traditional culture and its intangible displays, as they are specified in the Convention for the Safeguarding of the Intangible Cultural Heritage, which was approved as a new conceptual document in 2003, and other documents, particularly the Recommendation on the Safeguarding of Traditional Culture and Folklore (1989), which formed the base of the above-mentioned Convention.

With regard to overlaps between several thematic spheres, the mutual cooperation of both departments gives rise to a sufficient professional potential for the application of interdisciplinary approach in the protection and presentation of cultural heritage associated with the activities of UNESCO, reflecting the natural link between the intangible cultural heritage and the material and natural heritage as buttresses of human existence, and herewith also the possibility of establishing centres of excellence in given professional sphere, be it for the scientific community, or for the culture-political and educational community. ■

³¹ Since the academic year 2013/2014 already, the Department of European Ethnology, Faculty of Arts, Masaryk University, holds a single-term course *ETMB68 UNESCO and protection of the intangible cultural heritage*; the basic information is available online from [www: <http://is.muni.cz/predmet/phil/podzim2013/ETMB68>](http://is.muni.cz/predmet/phil/podzim2013/ETMB68).

Keywords:

UNESCO – cultural heritage – museology – intangible cultural heritage

Klíčová slova:

UNESCO – kulturní dědictví – muzeologie – nemateriální kulturní dědictví

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