



Aswan - March 18 - 31, 2019

Organizing Institutions

University of Cologne (UoC), Nubia Museum Aswan, Arab Academy for Science, Technology & Maritime Transport (AASTMT) Aswan

Call for Participation

We are pleased to invite you to apply for participation in the multidisciplinary Cologne Aswan Spring School in Heritage Studies 2019 **Heritage and Sustainable Tourism** which is planned to take place from March 18 – 31, 2019 in Aswan.

The region of Aswan (Arab Republic of Egypt) is very rich in cultural and natural heritage sites, being partly a World Cultural Heritage since 1979 and a Protected Area with a unique ecosystem since 1987.

The Spring School will introduce the participants to the current discussions and critical approaches in the field of heritage and cultural tourism and will highlight **sustainability** as a key issue in developing new forms of tourism, beyond the traditional mass tourism projects focusing on pharaonic heritage mainly. The programme will concentrate on the following aspects:

1. Selling the past - current tourism products and approaches to marketing tourism in Egypt, with an introduction to Critical Discourse Analysis (one day workshop in Cologne for students from Cologne and in Aswan for students from Aswan, as a preparation to the Spring School)
2. Heritage management and tourism – basic approaches
3. Introduction to the *Sustainable Tourism Toolkit* by UNESCO and evaluation of the *Strategic Foundations* for Aswan according to guides 1 – 4 (Understanding, Strategy, Governance and Engagement)
4. Work on selected topics from *Core Delivery* (Guides 5 – 10)

Teaching formats: Classroom teaching; visits to cultural and natural heritage sites, museums and other places having a tourism potential; empirical research in mixed groups.

The first results of the project will be presented at the end of the Spring School to a wider audience.

Who do we expect to apply?

The programme is **open to students from the following institutions only**: AASTMT Aswan, University of Cologne, Nubia Museum Aswan and Nile Museum Aswan, by way of exception also from Aswan University. They should be, moreover

- *advanced* undergraduate students (*final* BA or BSc terms) or MA/MSc students *from any discipline with a relation to heritage studies*.
- students with a personal interest in the topic who are aware of its multidisciplinary character

- students with a high level of proficiency in English; the official language of the summer school is English

Application Documents

- Curriculum Vitae in English **with valid mobile phone number and email address**
- Letter of Motivation in English (signed, one A4 page)
- Certificate of study from Aswan or Cologne (scan of valid student ID)

Applications must be sent by email **before Tuesday, February 12, 2019, 12:00 (CET)**

to Dr. Heinz Felber (UoC) heinz.felber@uni-koeln.de

and to Dr. Monica Hanna (AASMT) monica.hanna@aast.edu

Shortlisted applicants will be invited for interviews before the final decision.

Programme Fees and Visits

Participation in the Summer School, including all scheduled visits in the region of Aswan, is **free of costs for all students accepted in the programme.**

Travel Costs and other Expenses

Students from Cologne accepted in the programme will receive a travel grant of ca. 600 Euros. They will have to cover their travel costs to Aswan and accommodation, as well as meals and additional activities not included in the programme.

For more information please contact:

Dr Heinz Felber, University of Cologne, Egyptology

heinz.felber@uni-koeln.de

Kindly supported by:



Santander Universitaeten