

October 11, 2017
ASEAN-Japan Centre

**AJC conducted a Training Program on Interpretive Planning
to contribute to sustainable tourism in the ASEAN Member States**



Participants Experiencing Visitor Services Based on Interpretive Planning

ASEAN-Japan Centre (Shin Onarimon Bldg., 6-17-19 Shimbashi, Minato-ku, Tokyo; Masataka Fujita Secretary General) organized a training program on “Interpretive Planning” for senior interpreters/tour guides and managers at heritage sites in ten ASEAN Member States from September 12 to 15, 2017. Interpretation is an approach to communicate with audiences (tourists) in tourism sites and attempts to make a personal meaning and connections with things, places, people, and concepts to those visitors. The program, joined by 17 participants, aimed at familiarizing the participants to interpretive planning and exercising the planning, also offered the participants to experience interpretive activities.

Sustainable tourism has been gaining attention in the world as an indispensable approach to conserving valuable tourism resources and providing quality tourism experiences to visitors, as well as to enriching the lives of people in the tourism regions. Interpretation plays an important role in sustainable tourism as it can help tourists and stakeholders understand, appreciate, and then support the tourism resources and/or sites. Interpretative planning addresses management needs and resource considerations, offers an essential guideline for the development of visitor services at tourism sites or facilities, and describes strategic operation and management there. Interpretive planning, therefore, should be promoted at tourism sites to facilitate sustainable tourism.

The training program focused on learning about and developing an interpretive plan that describes a strategy of visitor services at a heritage site in which each participant works. The training program

offered lectures on the knowledge, skills, and research needed for interpretive planning and involved discussions and exercises of interpretive planning for the participant's site.

The ASEAN-Japan Centre plans to continue organizing programs to disperse the needs of Interpretation at main heritage sites, in order to achieve sustainable tourism in ASEAN by utilizing the valuable tourism resources in the regions.

◆ **Training Program on Interpretive Planning**

<http://www.asean.or.jp/en/tourism-info/20170927/>

* ASEAN (Association of Southeast Asian Nations) is a regional cooperative organization established in 1967. The Member States of 10 countries in the Southeast Asia include Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam, and the total population counts more than 630 million.

<< Overview of the program >>

- Name of the Program: Training Program on Interpretive Planning
- Dates: September 12 – 15, 2017
- Venue: Edo-Tokyo Museum, Tokyo, Kiyosato Educational Experiment Project (KEEP) and Yatsugatake Royal Hotel, Yamanashi
- Language: English
- Organizer: ASEAN-Japan Centre
- Coordinator: Southeast Asia Tourist Guide Association (SEATGA)
- Participants: Senior level interpreters or tour guide, and managers at natural, cultural, or historical heritage site in ASEAN Member States
- Program:
 - ◇ September 12 – Visit Edo-Tokyo Museum to experience thematic interpretation and personal and non-personal interpretation
 - ◇ September 13-15 Training on interpretive planning and experiencing interpretation

<< ASEAN-Japan Centre >>

The ASEAN-Japan Centre is an intergovernmental organization established by the ASEAN Member States and Japan in 1981. It has been promoting exports from ASEAN to Japan while revitalizing investment, tourism as well as people-to-people exchanges between the ASEAN Member States and Japan.

URL : <http://www.asean.or.jp/en/>

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