

**Heritage managers from ASEAN learn the interpretation approach  
at the World Heritage Site, in Bagan Myanmar**



Organizers and participants



Technical visit in Bagan



Lecture by the Japanese expert



Presentation by a participant

The ASEAN-Japan Centre (AJC) conducted a "Training Programme on Interpretation" from 9 to 12 February 2020, in Bagan, Myanmar. 17 participants consisted of site managers of heritage sites and officers from national tourism offices from eight ASEAN Member States completed the programme and learned the interpretation method for tourist sites management.

The programme included a series of lectures by Japanese experts, an inspection visit to the Bagan area, which was newly inscribed as a World Heritage Site by UNESCO in 2019, and a workshop.

The training emphasized the importance of establishing a clear theme for the tourist site, involving local communities to convey the message, and the well-organized guiding to enhance the visitors' experience. The objective of the interpretation is to deliver not only the facts, but also intangible values of the sites to visitors, so that those sites become more relatable to the individuals; those who

feel related to the particular site would likely to be conscious of the needs of conserving the tourism resources.

At the end of the training, the participants designed and presented either an interpretive programme or an action plan aiming to apply the interpretive methods into the management of their respective heritage sites in the ASEAN Member States to contribute to the development of sustainable tourism.

In the post-activity questionnaire, the participants said that the most useful learnings from the training were “benefits of interpretation to implement sustainable tourism” and “how to design message-based tour /action plan using interpretation”. Also they expressed their intention to share the learnings within their organization and to provide trainings on interpretation to local community/local tour guides.

<< 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 : <https://www.asean.or.jp/en/>

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