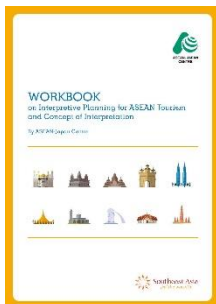


AJC issued “Workbook on Interpretive Planning for ASEAN Tourism and Concept of Interpretation”

The ASEAN-Japan Centre (hereinafter, the “Centre”) has been promoting sustainable tourism in ASEAN Member States through capacity building programs and other activities. The Centre published the “Workbook on Interpretive Planning for ASEAN Tourism and Concept of Interpretation” as a learning material for tourism stakeholders to practice interpretation at their tourism sites.

“Interpretation” is a marketing/communication approach which helps people understand and appreciate tourist resources by conveying not only tangible facts but also intangible values of them. The Centre has been organizing workshops on interpretation for heritage site managers in ASEAN Member States as sustainable tourism may be maintained and enhanced by understanding and implementing interpretation in both management and the field.

This workbook will help readers develop an interpretive plan for visitor services and resource protection at a site. The Workbook is available for download at the Centre’s website (<https://www.asean.or.jp/ja/wp-content/uploads/sites/2/ASEAN-Workbook-20200807-web.pdf>).



Workbook cover

Highlights of the workbook;

- The most efficient and effective approaches to communicate the purpose, significance, and themes of the site
- Appropriate means to achieve desired visitor experiences and provide opportunities for audiences to make meanings of the resources at the site
- Logical approaches to sustaining the tourism use of the site

The Centre also published the handbook “Interpretive Guide for Sustainable Tourism: Tips for being a good tour guide” in FY2019. The Handbook is available in three languages, i.e. English, Vietnamese, and Khmer, and is available for download at the Centre’s website (<https://www.asean.or.jp/en/tourism-info/20200603/>).

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

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