



June 29, 2017

**The Advanced Training Program on Interpretive Planning
September 12-15, 2017
in Japan**

The training program on interpretive planning will focus on the development of an overall strategic plan for visitor services and resource protection at a heritage site. With an interpretive plan, interpreters/communicators and site managers will be able to understand what visitor services and communication need to be offered to whom and where in what way. Interpretive planning is a decision-making process that augments management needs and resource considerations and offers an essential guideline for the development of visitor services at a site or facility. It will show you a roadmap for your work. This training program will help you interpretive planning. It is an *advanced* training program for *advanced level* guides/interpreters and managers.

Interpretation is an approach to communication with pleasant-seeking audiences in such places as protection areas, museums, parks, historic sites, zoos, aquariums, and botanical gardens. It can help enhance the quality of visitor experiences and management of visitor behavior that leads to the appreciation of natural, historical, and cultural resources. Interpretation plays an essential role in sustainable tourism.

Purpose: The long-term goal of this program is to contribute to sustainable tourism in ASEAN and Japan. The specific goals of the training programs include:

1. heightening the recognition of the need for an interpretive plan for resource management and visitor services at heritage sites in the ASEAN region and Japan,
2. developing skills and abilities of senior level stakeholders at selected heritage sites in these regions in terms of interpretive planning, and
3. enhancing the quality of visitor services and resource protection in the selected heritage sites in these regions.

After the training program ends, the participants are expected to:

1. create a draft interpretive plan at a site in which a participant works for by each training participant *during* the training course,
2. develop an interpretive plan at a site in which a participant works for by each training participant *after* the training participation, and
3. perform the actions described in the developed plan by each training participant *after* the training participation.

Participants: A total of 22 participants are anticipated to join the training program. One senior-level heritage interpreter/tour guide and one heritage site manager in each ASEAN Member State and Japan will be invited to the program. An international airfare, accommodations, some meals, and inter-city transportation in Japan will be offered to the participants. Each participant should be responsible for domestic transportation between an airport and home, transportation between an airport and a hotel in Japan, one or two meals a day, and other personal expenditures.

The eligibility requirements for the participants are that the applicants be (1) at a senior-level position and (2) involved in a decision-making process of designing and planning visitor services and resource management.

The following qualification must be met:

1. A full-time interpreter and/or tourist guide who has completed a total of four years (8,000 hours) experience in heritage interpretation and/or tour-guiding

OR

2. A full-time manager who has been engaged in managing and operating a heritage site (natural, cultural, and historical heritage) and completed a total of four years (8,000 hours) experience in visitor services and site management.

The participants will be requested to complete (1) a pre-training survey, (2) a post-training survey, (3) a draft interpretive plan for her/his site during a training program, and (4) an interpretive plan for her/his site after the program.

Organizer: The ASEAN-Japan Centre, Tokyo, Japan
6-17-19 Shimbashi, Minato-ku, Tokyo 105-0004 Japan
Phone: +81-3-5402-8008

Tentative itinerary:

It is subject to change.

Day	Subject	Location
Sep. 11 Monday	Arrival	Tokyo
Sep. 12 Tuesday	Introduction A visit to Edo-Tokyo Museum (experience of themed interpretation through exhibitions, audio guides, and guided-walks, visitor services, and resource management) Going to Kiyosato	Tokyo Kiyosato (Yamanashi)
Sep. 13 Wednesday	Training classes (advocacy, management goals and objectives, significance, visitor experience, message elements, audience analysis, resource inventory, media descriptions, evaluation)	Kiyosato (Yamanashi)
Sep. 14 Thursday	Training classes (advocacy, management goals and objectives, significance, visitor experience, message elements, audience analysis, resource inventory, media descriptions, evaluation)	Kiyosato (Yamanashi)
Sep. 15 Friday	Training classes Draft plan development Closing Going to Tokyo Departure from Japan	Kiyosato (Yamanashi) Tokyo
Sep. 16 Saturday	Departure	

Application: Please submit an application form to the designated organization in order to be considered for participation.