



Hiroshima Office for Asia and the Pacific (HOAP)

Series on the Management and Conservation of World Heritage Sites

Training Workshop on “World Heritage: A Value-based Approach”

Executive Summary and Next Steps

18 – 21 April 2005

UNITAR would like to express its thanks to the many resource persons and participants who contributed their time and expertise to the workshop so graciously; to the Hiroshima Prefectural Government which made this workshop happen; and to all the partners who, from different corners of the world, worked with UNITAR to design and conduct it.

Introduction

The Series on the Management and Conservation of World Heritage Sites, one of the six main programme pillars of the UNITAR Hiroshima Office for Asia and the Pacific (HOAP), aims at a better management and use of the World Heritage Convention through national policy making and planning, and exchange of information on best practices and case studies. The 2005 training workshop was held to **introduce the participants to basic knowledge, information and updates** on the World Heritage regime and current topics regarding heritage management, **set down** the underlying principles of value-based heritage management, **study** leading policies and strategies including their successes and failures, **explain** legal and policy planning techniques, **discuss** case studies and practical exercises, and **enhance long-term learning and exchange** among the participants. **Study tours** to two World Heritage sites in Hiroshima, the A-Bomb Dome and Itsukushima Shinto Shrine, and a case study during the training workshop were designed to provide additional learning opportunities.

On the occasion of the 60th commemoration of the dropping of the Atomic Bomb on Hiroshima, a representative from the Auschwitz-Birkenau State Museum – another World Heritage site and commemorating the 60th anniversary of the camp’s liberation – also attended the event.



2005 Training Workshop

Some 50 participants, resource persons and staff represented 26 countries from Asia, Australia, Europe and North America.

The training workshop employed three main training methodologies:

- 1) Presentations and lectures
- 2) Study tours
- 3) Practical exercise

1) **Presentations and lectures** by experts selected by UNITAR and representatives of its partner organizations.¹ The presentations, followed by Q and A sessions, addressed the following:

- **Introduction to Japanese Culture** by *Taiji HOTTA* (Hiroshima University, Hiroshima, Japan) provided participants with a general overview of Japanese way of life and thinking. UNITAR organizes these short briefs for all its training activities to facilitate the participants' stay in Japan and provide a glimpse of the underlying philosophy of Japanese life.
- **The World Heritage Convention System and its Relevance for Humanity** by *Richard ENGELHARDT* (United Nations Educational, Scientific and Cultural Organization, Bangkok Office, Thailand) explored current trends of the World Heritage regime and suggested the development of new management methods to harmonize those trends.
- **What is Heritage?** by *François LEBLANC* (Getty Conservation Institute, Los Angeles, USA) defined heritage as “whatever you want to preserve” and employed a three-dimensional analysis to understand this concept: dimension of the subject (from individual to community, country to world), the characteristics of heritage (nature, built heritage, person, tradition etc.) and its fluctuating values.
- **Significance of Memorial Sites – Memories and Commemoration** by *Teresa ŚWIEBOCKA* (Auschwitz-Birkenau State Museum, Oswiecim, Poland) presented the work of the Museum built on the site of the Auschwitz Nazi death camp and suggested that the memories there are memories of all of humanity, not just of a few individuals. In order to conserve these memories the Museum has developed various advanced methods of commemoration, communication and education.
- **Making your site a World Heritage or Not – a National Choice** by *Augusto VILLALON* (Cultural Heritage Planner, Manila, Philippines) highlighted the fact that the World Heritage system obliges governments and local communities to manage sites better and noted that it is necessary that all the affected stakeholders should be informed of the values of the site and implications of World Heritage inscription.



¹ The partner organizations are (by alphabetical order): Auschwitz-Birkenau State Museum; Getty Conservation Institute (GCI); Hiroshima University; International Physicians for the Prevention of Nuclear War (IPPNW); International Council on Monuments and Sites (ICOMOS); Japan Wildlife Research Center (JWRC); Prefectural University of Hiroshima; UNESCO, its regional offices in Bangkok and Jakarta as well as its World Heritage Centre (WHC); University of Hyogo; and World Conservation Union (IUCN).

- **Medical Effects of the A-Bomb** by *Katsuko KATAOKA* (International Physicians for the Prevention of Nuclear War, IPPNW, Hiroshima, Japan) described the medical effects of the A-Bomb, contrasting them with those caused by conventional weapons.
- **Hiroshima World Heritage Sites and Introduction to Study Tour** by *Yushi UTAKA* (University of Hyogo, Hyogo, Japan) introduced major laws and regulations applicable to the two World Heritage sites in Hiroshima and described their management schemes. Challenges faced in social and urban planning contexts were also presented.
- **Value-Based Management: Its Implications** by *François LEBLANC* introduced concepts and the fundamental method of value-based approach. The values imbued in heritage sites and the ways to extract them were explored. Two case studies – Grosse Ile (Canada) and Chaco Culture National Historical Park (New Mexico, United States) were given as examples and participants were invited to analyze lessons learned and to consider “if you were the site manager...”
- **Value-Based Management Application to Heritage Management – Clash of Values and Setting National Priorities** by *Duncan MARSHALL* (ICOMOS Australia) distinguished various conflicts that occur in World Heritage management. They include conflicts between difference of categories (ex. nature vs. culture) and between development and conservation (ex. tourism, resource use). Case studies demonstrating ‘a clash of values’ were then presented.
- **Does the WH Convention Regime Reflect the Values of the Resources? – Report from Asian World Heritage Sites** by *Richard ENGELHARDT* first introduced the general state of conservation of World Heritage sites in Asia and the Pacific. Introducing the Hoi An Protocols, the notion of authenticity and the means to safeguard it were then presented.
- **Interpretation of Resources - Culture** by *François LEBLANC* explained basic principles and tools developed in order to effectively interpret the cultural significance of a place. Authenticity, intellectual integrity, social responsibility and respect for cultural significance and context as defined by the ICOMOS ENAME Charter were identified. The participants then split into four teams to consider the interpretation of a given site to different categories of audiences.
- **Interpretation of Resources - Nature** by *HAN Qunli* (UNESCO Jakarta, Indonesia) pointed out the difficulty in understanding, assessing and interpreting the values of a site as values themselves can fluctuate (ex. tourism), and vary when seen from different viewpoints (ex. international and national). Mr. Han examined the natural criteria provided by the World Heritage Convention, employing Indonesian cases as examples.
- **Values as Evaluated by WH Advisory Bodies – the ICOMOS strategy** by *Duncan MARSHALL* presented the status of ICOMOS as an independent body to evaluate the ‘outstanding universal value’. The nomination process of the Royal Exhibition Building (Australia) was studied as an example.
- **Values as Evaluated by WH Advisory Bodies – the IUCN Strategy – Japanese Sites** by *Kumiko YONEDA* (Japan Wildlife Research Center, JWRC) first presented the IUCN role with regard to World Heritage. Underlying principles such as ‘outstanding universal value’ or representative value as seen from the point of view of the IUCN were then discussed, which lead to the identification of twenty priority areas (habitat types) and eight recommendations related to the nomination of sites. Ms. Yoneda then introduced Japanese nomination cases.
- **World Heritage Conservation – from Theory to Action** by *Jeffrey CODY* (Getty Conservation Institute, Los Angeles, California) described the delicate balance between theory and action, micro and macro, technique and management, nature and culture. Dynamic

equilibrium is a state in which site and context interact smoothly with human activity and non-human factors. The theory was then applied to the Macau case.

- **Theories of Training of Trainers (ToT) with a Case Study** by *Abha NARAIN LAMBAH* and *Jeffrey CODY* – Mr. Cody introduced five leading theories of adult learning. Ms. Narain Lambah then presented Mumbai’s efforts in World Heritage nomination.
- **Review of ‘Operational Guidelines’** by *Richard ENGELHARDT* presented a comparative table of the old and new versions of the Operational Guidelines (revised February 2005). The Operational Guidelines were used as a guiding document for the workshop’s practical exercise.



- 2) **Study tours** to the two World Heritage sites of Hiroshima, the A-bomb Dome (including the Peace Memorial Museum) and the Itsukushima Shinto Shrine in Miyajima Island were organised

Mr. Yushi UTAKA, after a comprehensive introduction to Hiroshima sites², took the participants to the Peace Memorial Museum exhibition and to the A-Bomb Dome. Participants were allowed to enter in the inner part of the A-Bomb Dome site, which is closed to the public.

Mr. Nobuyuki UEMURA (Hiroshima University), *Ms. Noriko YOSHIDA (Prefectural University of Hiroshima)* and *Ms. Masako UNEZAKI (interpreter)* prepared, accompanied and commented a visit to the Itsukushima Shrine on Miyajima Island, the surrounding areas and the Miyajima Town Office, to observe aspects such as:

- Characteristics of the Shrine buildings;
- Maintenance and management of the buildings and restoration after the recent typhoon;
- Rules and procedures regarding cultural heritage designation and preservation areas;
- Townscape and specificity of Miyajima houses and buildings.

- 3) **A practical exercise** formed an important part of the training workshop, employing case-study analysis by working teams. Five (5) teams were established and assisted by a resource person. Teams were given approximately one day to formulate a policy document for the management of a given site and to present it in plenary. A variety of learning and training methodologies designed by UNITAR were included in the exercise.

² See *supra* page 3.



Team I



Team II



Team III



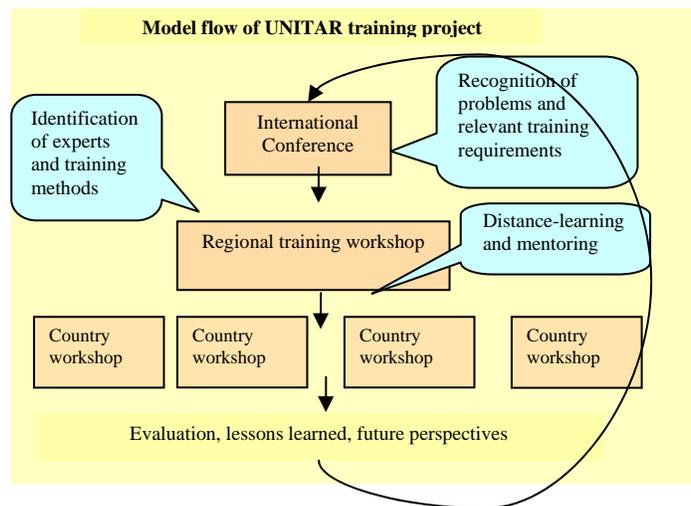
Team IV



Team V

UNITAR "Training of Trainers (ToT)" Initiative

In order to expand the impact of training, UNITAR HOAP gives increasing importance to Training of Trainers (ToT). Potential trainers (the workshop participants) are invited to submit projects for country/sub-regional level training. UNITAR will assist training projects in such fields as project development, training methodologies, and guidance on thematic matters by UNITAR faculty, through distance-learning and the dispatch of experts and fundraising.



Outcome, evaluation and next steps

There are roughly three main outputs from the 2005 workshop that will be made available by UNITAR:

- Training modules consisting of all the presentations and documents to be made available on the UNITAR Hiroshima website, www.unitar.org/hiroshima, and in a CD distributed to all participants;
- Case studies prepared by the five working teams and comments made by the Panel of the Resource Persons;
- Future trainers identified and partnership requirements shared through guidelines prepared by UNITAR.

Each participant was requested to fill in an evaluation form at the end of the workshop. Hiroshima was seen as an inspiring place and a good training venue; its importance as a place of peace and reconstruction was particularly emphasised.

While the overall evaluation of the workshop was extremely positive, some suggestions for improvement were also provided. The chart herewith aims to show a brief summary of the key points of the participants' evaluation.

<p>General evaluation of the contents</p> <ul style="list-style-type: none"> • Obtained new knowledge on the World Heritage system (96 %); • Exchanged information (38 %); • Gained (management, reporting etc) skills (25 %); • Obtained useful contacts (21%). 	<p>Most useful part</p> <ul style="list-style-type: none"> • Team exercise (63 %); • Theory and principles regarding the World Heritage learned (55 %); • Presentations of the resource persons (50 %); • Exchange of information and experiences (34 %).
<p>Suggestions for improvement</p> <ul style="list-style-type: none"> • Balance between culture and nature (more resource persons and participants from the nature field); • Composition of the participants (more from local authorities and site managers); • Longer duration (one day more); • More info about application of value-based approach to natural sites. 	<p>Organization and sub-activities</p> <ul style="list-style-type: none"> • Tour to Miyajima Island could be organized with more free time (to visit the site more thoroughly); • Positive and negative comments on cultural briefing (positive: useful introduction of Japanese real life, negative: ordinary) and cultural activities (an enjoyable discovery of local culture); • Some difficulty with food reported (3).

The next step is a country-level workshop in Mumbai, India (August 2005), which will be a replication of the regional Hiroshima workshop, adapted to the needs of the host country. The 2006 regional workshop for Asia and the Pacific is scheduled for March 2006 in Hiroshima and is provisionally entitled 'management of the intangible values of World Heritage sites'.



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Hiroshima and Geneva
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