Definitions and Concepts of Heritage Interpretation and Presentation 2022

Theoretical Research Report

UNESCO WHIPIC: Definitions and Concepts of Heritage Interpretation and Presentation 2022 - Theoretical Research Report

Cultural Heritage Administration

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Introduction

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Introduction

◆ About this research project

For the last fifty years, since the adoption of the Convention concerning the Protection of the World Cultural and Natural Heritage (World Heritage Convention), UNESCO and its World Heritage Centre have encouraged international cooperation to protect and promote World Heritage. One of the recent issues discussed in relation to World Heritage is that heritage values reflect multi-layered histories and memories that can be interpreted from diverse perspectives. As potential political issues arise with increasing frequency around World Heritage properties, heritage interpretation and presentation have been emphasised due to their potential contribution to resolving conflicts and tensions among State Parties regarding the values of World Heritage properties. Various research projects and other initiatives are underway by the Advisory Bodies to the World Heritage Committee and by UNESCO National Commissions to reflect these issues in their policies.

To that end, the International Centre for the Interpretation and Presentation of World Heritage Sites under the auspices of UNESCO (WHIPIC) was officially launched on 23 May 2022, following the signing of a legal agreement by UNESCO and the Republic of Korea to establish a category 2 centre. In June 2022 WHIPIC officially launched one of its first projects: 'Theoretical Research: Definitions and Concepts of World Heritage Interpretation and Presentation.' This aimed to discuss the definitions and concepts of heritage interpretation and presentation in connection to identifying and sharing the multiple heritage values of World Heritage properties. The project also reflected the changing paradigm that World Heritage interpretation and presentation should not simply attempt to communicate heritage values to audiences but place more emphasis on identifying the diverse values held by different stakeholders connected with the property.

As a part of this research, the Definitions and Concepts of World Heritage Interpretation and Presentation Working Group aimed to establish definitions for 'heritage interpretation', 'presentation', and 'inclusive heritage interpretation.' Although the 2008 ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites focused only on cultural properties, this working group endeavoured to reflect the World Heritage Convention and the recent Nature-Culture Journey, by including both cultural and natural heritage in the discussion, as well as considering regional perspectives of heritage interpretation and presentation. This was then followed by a survey of heritage specialists based on outcomes of the working group discussions. This permitted additional ideas to be collected from the heritage specialists and stimulated further debate on the topic. At the end of the project, an online conference was held to gain ideas and suggestions and wrap up the research. The lessons from this research project will be closely connected to the research for establishing principles and guidelines, and the definitions will be used as the basis for other WHIPIC activities.

✦ Background

For the last fifty years, since the adoption of the Convention concerning the Protection of the World Cultural and Natural Heritage (World Heritage Convention), UNESCO and its World Heritage Centre have encouraged international cooperation to protect and promote World Heritage. Since the State Parties to UNESCO ratified the World Heritage Convention in 1972, they have been striving to achieve UNESCO's global agenda, promoting heritage protection and, since 2015, sustainable development, through the Convention's primary programme, the World Heritage List. Following recognition that the List does not fully represent all regions and types of heritage, the role of UNESCO has been seeking to resolve this imbalance, in particular, through its Global Strategy that was first proposed in 1994. On the occasion of the 30th anniversary of the World Heritage Convention in 2002, four strategic objectives - 'conservation,' 'communication,' 'credibility,' and 'capacity-building' - were announced as the guiding focus of World Heritage efforts. These were later extended with a 'fifth C' – 'communities' - in 2007. While much emphasis has been placed on local communities, UNESCO has recognized the priority that should be given to rights-holders in connection to their heritage. In the meantime, another UNESCO convention, the Convention on the Protection and Promotion of the Diversity of Cultural Expression, has placed emphasis on the awareness of cultural diversity. It highlights the importance of respecting different cultures through mutual understanding and international cooperation.

In recent years, it has been noticed that World Heritage has been influenced at times by political objectives, affecting the various stakeholders and influencing World Heritage nominations and the List in Danger. One of the recent issues discussed in relation to World Heritage is that heritage values reflect multi-layered histories and memories that can be interpreted from many diverse perspectives. As political issues arise with increasing frequency around World Heritage properties, heritage interpretation and presentation have been emphasised due to their potential contribution to resolving conflicts and tensions among State Parties regarding the values of World Heritage properties. The World Heritage Committee and its Advisory Bodies have highlighted the importance of heritage interpretation that reflects the full and multi-perspective history of heritage places, requesting an interpretation strategy for all properties that are now inscribed on the World Heritage List. Various research projects and other initiatives are underway by the Advisory Bodies to the World Heritage Committee and by UNESCO National Commissions to reflect these issues in their policies.

Some heritage scholars claim that World Heritage properties can be 'sites of memory,' suggesting that heritage memories can be diverse and multi-faceted regarding the sites. In particular, there have been active discussions by State Parties and heritage specialists on whether sites of memory related to recent conflicts should even be inscribed on the World Heritage List. Heritage interpretation can have great influence on which heritage values are

communicated and understood, and this can, in turn, contribute to the cultural diversity represented on the World Heritage List. In addition, the international demand for heritage interpretation is growing in heritage communities because it can help resolve tensions and conflicts between State Parties who hold different understandings of heritage places, through cooperation and consensus building among different communities.

To this end, the International Centre for the Interpretation and Presentation of World Heritage Sites under the auspices of UNESCO (WHIPIC) was officially launched on 23 May 2022, following the signing of a legal agreement by UNESCO and the Republic of Korea to establish a category 2 centre. In June 2022 WHIPIC officially launched one of its first projects: 'Theoretical Research: Definitions and Concepts of World Heritage Interpretation and Presentation.' This aimed to discuss the definitions and concepts of heritage interpretation and presentation in connection to identifying and sharing the multiple heritage values of World Heritage properties. The project also reflected the changing paradigm that World Heritage interpretation and presentation should not simply attempt to communicate heritage values to audiences but should place more emphasis on identifying the diverse values held by different stakeholders connected with the property.

◂◆ Objectives

WHIPIC was established in order to carry out capacity-building, to share information and to strengthen solidarity through the creation of networks, along with academic and policy research on World Heritage Interpretation and Presentation. The WHIPIC taskforce conducted mid-and long-term strategic planning research based on consultation with international heritage specialists. One of the most critical agendas that was identified was for WHIPIC to revisit and potentially redefine concepts and definitions of 'heritage interpretation' and 'heritage presentation.' This has also provided a central theme which will direct future WHIPIC activities.

There are several reasons why WHIPIC is attempting to define heritage interpretation and presentation; first, the role of heritage interpretation and presentation has been continuously developed by practitioners around the world. Research shows that heritage interpretation often focused on educational objectives, using one-way communication to deliver information on heritage. Nowadays, heritage interpretation is based on more active dialogue, playing a role in identifying heritage values through communication and participation with heritage communities and stakeholders.

Second, it is now ever more important to identify and understand heritage values and to promote good relationships between people and heritage places as the role of heritage is

becoming more complex and heritage values are more diversified than before. The entire process of heritage interpretation can help identify, understand, convey and feedback on heritage values and it can allow new generations to develop new heritage values through their participation and experiences. It led the extended activities for heritage interpretation and presentation.
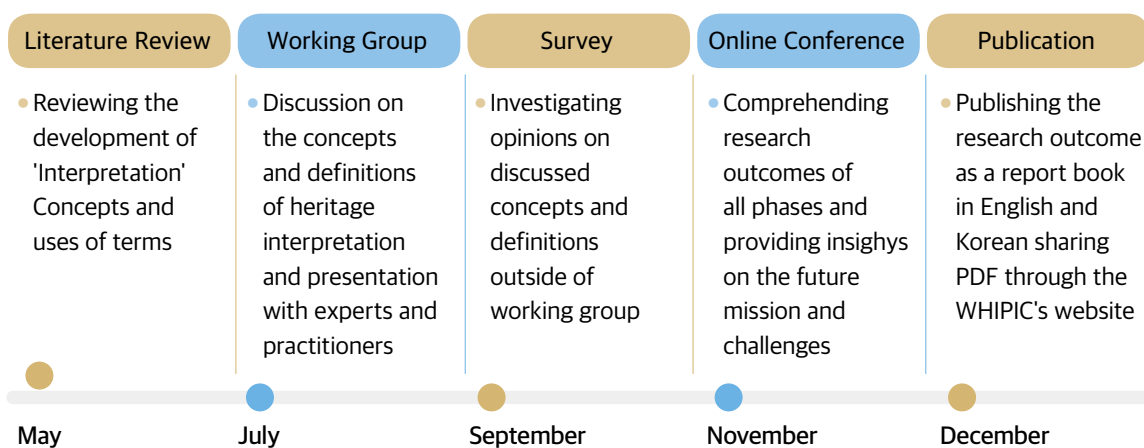
Third, as a result of this complexity, there are some challenges in using the current term. The approach to heritage interpretation has enlarged to involve more stakeholders and communities. This causes mixed uses and misuses of the two terms 'interpretation' and 'presentation', and greater clarity is now needed around how those two terms are different and how they should be used in what context.

The World Heritage Committee recommends that State Parties undertake interpretation planning for their heritage places. It also emphasises how important it is to deliberately identify and describe heritage values during the process of World Heritage nominations. Therefore, it is timely for WHIPIC, as a category 2 centre, to conduct heritage interpretation and presentation research to fill the gap between these concepts, thereby contributing to UNESCO's policy goals.

This research project aimed to:
1) explore how the concepts of heritage interpretation and presentation have developed;
2) investigate current understandings of heritage interpretation and presentation;
3) reflect on the new definitions and concepts in the light of the latest perspectives on the roles of heritage and its understanding and;
4) establish recommended governance mechanisms and frameworks for the new definitions of heritage interpretation and presentation to be implemented in the World Heritage system.

◆ Methodology

Literature Review	Working Group	Survey	Online Conference	Publication
Reviewing the development of 'Interpretation' Concepts and uses of terms	Discussion on the concepts and definitions of heritage interpretation and presentation with experts and practitioners	Investigating opinions on discussed concepts and definitions outside of working group	Comprehending research outcomes of all phases and providing insighys on the future mission and challenges	Publishing the research outcome as a report book in English and Korean sharing PDF through the WHIPIC's website
May	July	September	November	December

The research was divided into four main activities that were carried out sequentially.

1) Literature Review

The literature review looked at the conceptual development of heritage interpretation and presentation. This phase examined how the concepts of heritage interpretation and presentation have developed in the heritage field before and after the ratification of the 2008 ICOMOS charter for the Interpretation and Presentation of Cultural Heritage Sites (2008 Ename Charter). This activity presented the main epistemological approaches to heritage interpretation and presentation and the existing definitions of 'interpretation' as used in the heritage sector. It drew conclusions about how the concept of heritage interpretation has been understood in recent definitions and drew implications about this from the literature.

2) Working Group Meetings

As a part of the research, the Definitions and Concepts of World Heritage Interpretation and Presentation Working Group aimed to write definitions for 'heritage interpretation', 'presentation', and 'inclusive heritage interpretation'. During the working group meetings, members mainly discussed heritage interpretation and presentation, as well as issues regarding their definitions and concepts. Since the 2008 Ename Charter focused only on cultural properties, this working group endeavoured to reflect the World Heritage Convention and the recent Nature–Culture Journey, by including both cultural and natural heritage in the discussion, as well as considering regional perspectives of heritage interpretation and presentation.

The groups were divided into interpretation specialists (Group1) and heritage specialists (Group 2) to explore the range of perspectives of heritage interpretation and presentation by different parts of the heritage sector. There were four meetings held between July and September 2022. The two groups met separately the first time, and then two more meetings were held which brought together both groups; these focused on integrating different perspectives and overcoming the gaps between the two groups.

The general content of each meeting was as follows:

- **First two meetings**: sharing results of the literature review; reviewing the epistemology of concepts; and discussing the structure the new definition should take.
- **Third meeting**: concepts and necessary keywords; and heritage interpretation in conservation and management processes.
- **Fourth meeting**: discussing and modifying the draft definition sentences.

3) International Survey

Following these meetings, an international survey was undertaken by sharing the outcomes of the working group discussions in order to collect additional ideas from heritage specialists and to stimulate further debate on this topic. The survey aimed to investigate the understanding of heritage interpretation and presentation by a wider, worldwide group of heritage specialists and to review the contents and structure of the draft definitions that had been drawn up during the working group meetings.

The survey was conducted for 23 days between 19 September and 11 October 2022. It was in English in order to reach as wide an audience as possible. Heritage specialists, including scholars and site managers, in WHIPIC's network were invited to participate and it was also shared on social networks through an open link, so that anyone interested in the heritage interpretation could respond to the survey.

The survey consisted of four questions: the first part asked why heritage interpretation and presentation are needed, in order to draw out the diverse needs of the international community. The second part asked respondents to define heritage interpretation and presentation in their own words to assess current understanding and awareness of the concepts. The third part shared the working group's draft definition sentence and asked the level of agreement with each keyword. Finally, respondents were asked to suggest essential keywords required for heritage interpretation and presentation in principle. All data from the survey was reviewed by WHIPIC's research office and it will also be used as the basis for future research projects.

4) Conference

At the end of the project, an online conference was held to gather ideas and suggestions and conclude the research project. As part of the 2022 World Heritage Interpretation Presentation Forum, a session was held on 'Theoretical Research of Heritage Interpretation and Presentation: Concepts and Challenges' on 16 November 2022, in Seoul, Republic of Korea.

During this event, the 2022 research outcomes were shared, focusing on the definition and concepts of heritage interpretation and presentation. Feedback was invited from the heritage specialists in the audience on future directions and considerations for establishing principles and guidelines for heritage interpretation and presentation.

During the presentation session, those who had been involved in the literature review, working group, and survey shared their research methods and results with the audience, as did those of another WHIPIC research project on heritage presentation methods, which is being conducted in parallel. During the discussion session, the panellists emphasised the need to establish

governance mechanisms, clarify what heritage interpretation is, reflect diversity in heritage interpretation and presentation, and to agree ethical approaches for better interpretation.

◆ Outcomes

This study aimed to review the existing definitions of heritage interpretation and presentation and to establish new concepts for them, thereby reflecting new approaches and epistemology within the evolving World Heritage system. This study sought to establish a theoretical basis for heritage interpretation and presentation, a newly arising area of research, in order to indicate future directions for heritage interpretation and presentation, and for World Heritage. The four phases of this research – literature review, working group meetings, international survey, and conference – provided an important opportunity to better understand the awareness of heritage interpretation and presentation among heritage specialists. It also identified future agendas and considerations for setting up principles and guidelines in the following years. The lessons from this research will be closely connected and associated with the research for establishing principles and guidelines, and the definitions will be used as the basis for other WHIPIC activities.

II

Literature Review

The theoretical development of heritage interpretation definitions

II

Literature Review
The theoretical development of heritage interpretation definitions

◂▸ About the literature review

This literature review looked at the conceptual development of heritage interpretation and presentation. This phase examined how the concepts of heritage interpretation and presentation have developed in the heritage field before and after the ratification of the 2008 ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites (2008 Ename Charter). This activity identified the main epistemological approaches to heritage interpretation and presentation and analysed a range of existing definitions of 'interpretation' being used in the heritage sector. It drew conclusions about how the concept of heritage interpretation has been understood in recent definitions and highlighted implications for this from the literature.

In terms of explaining the research objectives, this chapter illustrates how the concepts of heritage interpretation and presentation have developed in the recent history of the heritage sector and how WHIPIC could contribute by suggesting new definitions of heritage interpretation and presentation. With an ever greater need for heritage interpretation and presentation to support challenging situations related to diverse perspectives of heritage, this project is the starting point for WHIPIC to clearly explore where heritage interpretation and presentation came from and indicate ways forward when suggesting new definitions.

✧ 1. The emergence and development of the concept of 'interpretation' in the heritage sector

According to previous literature on heritage interpretation and presentation, modern understanding of heritage interpretation was first defined by Freeman Tilden. His 1957 publication Interpreting Our Heritage is the source of the most commonly quoted sentences regarding heritage interpretation, including its definition and six principles. His ideas were influenced by earlier philosophers and conservationists dating back to the late 19th and early 20th centuries. One of them was John Muir, who believed that natural protection should be expanded at the governmental level (Jameson, 2020; Wolfe, 1979). Following Muir, Enos Mills was one of the earliest environmental interpreters and naturalists who emphasised the connection between 'urban dwellers and countryside' (Jameson, 2020, p.1). The work of Muir, Mills, and Tilden regarding public interpretation for conservation and protection was the starting point of defining heritage interpretation as a disipline.

In the mid-20th century, in his famous publication, Tilden suggested a definition of heritage interpretation as follows:

> Heritage interpretation is an educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information (Tilden, 1957, p.8).

He also provided six heritage interpretation principles, which have subsequently been supported and developed by many scholars and organisations. Tilden's principles reflect that humankind should respect their natural and cultural surroundings and environment, and note that heritage interpretation contributes to the public stewardship of that environment. He implies that interpretation affects people's behaviour in support of protection, and it can be a 'provocation,' 'stimulating people into a form of action' (Jameson, 2020, p.2 quoting Tilden, 1957).

In the second half of the 20th century, the number of designated heritage places increased exponentially, and heritage began to play diverse roles in different contexts (Harrison, 2012). In addition, at a global level, international charters and documents were ratified in order to provide multilateral cooperation for heritage protection. Heritage interpretation began to be included within these international and inter-governmental cooperation projects, as interdisciplinary work for educational attainment closely connected to personal experiences in heritage places (Stewart and Kirby, 1998, p.30). Along with the growing importance of community engagement,

participation, and public experiences, heritage interpretation has sought to shift practice from a mere 'recitation of facts' to the creation of 'emotional and intellectual connections' between visitors and heritage places (Jameson, 2020, pp.2-3).

Ablett and Dyer (2009) insist that Tilden and his successors have re-framed heritage interpretation as 'communication' in terms of cognitive psychological perspectives. It considers heritage interpretation as an action of communicating heritage values to the visitors of a heritage place through 'interpretive staff.' Although they admit that heritage interpretation has an immense educational impact, they question if there has been a sufficient review of what heritage interpretation is for and about. They suggest 'hermeneutical heritage interpretation' as a substitute for Tilden's interpretation, largely based on Gadamer's and Heidegger's philosophical theories. Humans do not only use physical presentation in conversations and communication, but these cognitive actions have a core basis on individual understanding influenced by cultural traditions. However, the hermeneutical tradition needs to be studied more explicitly with a deeper consideration of heritage roles and the aims of heritage interpretation. This is because it can jeopardise the realm of heritage interpretation and extend it indefinitely so that anything claimed about a heritage place is 'interpreted'. Without proper criteria or evidence of interpretation, hermeneutics accepts any understanding of the heritage place, no matter what it is about or to what extent wider communities agree with it.

‹‹ 2. The 2008 ICOMOS Charter on the Interpretation and Presentation of Cultural Heritage Sites

nternational charters regarding cultural heritage primarily focused on physical preservation and heritage management until 2005, when an initiative proposed a new standard for heritage interpretation and presentation. Various evolving uses of heritage had led to it being separated from associated communities and their lives, in many cases, especially due to tourism. Therefore, demands were made for new international principles and methods for interpretation planning for heritage places.

New uses of heritage have not only affected and diversified the role of heritage places, but have also affected heritage conservation and management. This has led to demands to improve the negative states of conservation that can arise at heritage places. At the international level, one initiative that sought to tackle this issue was through heritage interpretation. John J. Jameson, one of the early members of the ICOMOS International Scientific Committee on the Interpretation and Presentation of Cultural Heritage Sites (ICOMOS ICIP), explained that there were no principles to guide the communication of significance and values of cultural heritage

sites(2020). Moreover, he emphasised that there was an urgent need to develop appropriate methods and technologies for heritage interpretation that can help local communities and support the local economy through using heritage places sustainably.

Accordingly, some international organisations and institutions gathered to draft new principles that could guide interpretation practice. US ICOMOS, the Ename Centre for Public Archaeology and Heritage Presentation, and other heritage specialists participated in a new initiative to develop a charter for heritage interpretation. In 2005, during the 8th International Symposium of US ICOMOS, the Charleston Declaration on Heritage Interpretation announced the Ename Charter and described its background, objectives, and proposed principles for heritage interpretation. However, when the 2008 Ename Charter was ratified in 2008 it clearly proposed different definitions of 'interpretation' and 'presentation' and these definitions are the ones that have most commonly been used in World Heritage management since then.

2008 ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites

'Interpretation' refers to the full range of potential activities intended to heighten public awareness and enhance understanding of cultural heritage site. These can include print and electronic publications, public lectures, on-site and directly related off-site installations, educational programmes, community activities, and ongoing research, training, and evaluation of the interpretation process itself.

'Presentation' more specifically denotes the carefully planned communication of interpretive content through the arrangement of interpretive information, physical access, and interpretive infrastructure at a cultural heritage site. It can be conveyed through a variety of technical means, including, yet not requiring, such elements as informational panels, museum-type displays, formalized walking tours, lectures and guided tours, and multimedia applications and websites.

While the definitions of the 2008 Ename Charter are those most often quoted, it is important to see the Charleston Declaration in order to understand the original intention of the charter. The Charleston Declaration set out how the organisers understood the definitions and concepts of heritage interpretation and presentation at that time.

2005 Charleston Declaration

'Presentation' denotes the carefully planned arrangement of information and physical access to a cultural heritage site, usually by scholars, design firms, and heritage professionals. As such, it is largely a one-way mode of communication.

'Interpretation,' on the other hand, denotes the totality of activity, reflection, research, and creativity stimulated by a cultural heritage site. The input and involvement of visitors, local and associated community groups, and other stakeholders of various ages and educational backgrounds is essential to interpretation and the transformation of cultural heritage sites from static monuments into places and sources of learning and reflection about the past, as well as valuable resources for sustainable community development and intercultural and intergenerational dialogue.

Neil Silberman, the first president of ICOMOS ICIP, emphasised how the participation of various communities and stakeholders with different backgrounds in heritage interpretation is essential for the 'transformation' of cultural heritage sites (2006). Although it does not fully describe the detailed and deep discussion of the definitions of heritage intervention and presentation in the charter document itself, the Ename Charter is meaningful in the sense that it is the only widely-accepted international presentation of practical principles for heritage interpretation and presentation. It also reflects the recent paradigm shift in the international heritage sector with respect to the growing importance of community engagement and respect for cultural diversity.

⟷ 3. Recent definitions of 'heritage interpretation'

Since Tilden suggested his own definition and principles of heritage interpretation, there have been numerous other attempts to provide definitions of heritage interpretation, including the 2008 Ename Charter. This table is a collection of recent definitions which describe heritage interpretation by different authors, scholars and organisations, listed in chronological order. As part of this literature review, all definitions were divided by phrases and analysed into several categories. Based on the results of this classification, it is possible to determine what noun phrases are commonly used in the definition of heritage interpretation, as well as the stated purposes, contents, and methods.

Reference	Definition
Freeman Tilden *Interpreting our Heritage (1957)*	An educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information
Interpretation Canada *(1976, Online)*	Any communication process designed to reveal meanings and relationships of cultural and natural heritage to the public, through first-hand involvement with an object, artifact, landscape or site.
Beck and Cable *Interpretation for the 21st Century: Fifteen Guiding Principles for Interpreting Nature and Culture (1998)*	Interpretation is an educational activity that aims to reveal meanings about our cultural and natural resources. Through various media–including talks, guided tours, and exhibits– interpretation enhances our understanding, appreciation and therefore, protection of historic sites and natural wonders.
ICOMOS *The ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites (Ename Charter)(2008)*	Interpretation refers to the full range of potential activities intended to heighten public awareness and enhance understanding of cultural heritage site. These can include print and electronic publications, public lectures, on-site and directly related off-site installations, educational programmes, community activities, and ongoing research, training, and evaluation of the interpretation process itself.
Desvallées and Mairesse *Key Concepts of Museology (2009)*	Mediation is the translation of the French médiation, which has the same general museum meaning as 'interpretation'. Mediation is defined as an action aimed at reconciling parties or bringing them to agreement. In the context of the museum, it is the mediation between the museum public and what the museum gives its public to see.
Neil Silberman *Process Not Product: The ICOMOS Ename Charter (2008) and the Practices of heritage Stewardship (2012)*	The public discussion in the public sphere as a deliberative discourse of collective identities, social norms, and of the possibility of individual freedom from the weight of heritage - rather than following a guided tour - offers itself as a new interpretive paradigm.
Gianna Moscardo *Interpretation. In Encyclopaedia of Tourism(2014)*	Heritage interpretation is defined as persuasive communication activities, such as guided tours, brochures, and information provided on signs and in exhibitions, aimed at presenting and explaining aspects of the natural and cultural heritage of a tourist destination of visitors.

Reference	Definition
Marek Nowachi *Interpreting our Heritage (1957)*	Heritage Interpretation is an educational activity consisting of providing information on natural and cultural heritage to people visiting heritage sites and objects.
Interpret Europe (Online)	Heritage interpretation is a structured approach to non-formal learning specialised in communicating significant ideas about a place to people on leisure. It established a link between visitors and what they can discover at heritage sites such as a nature reserve, a historic site or a museum.
Association for Heritage Interpretation (Online)	Interpretation is a communication process that shares interesting stories and experience's that help people make sense of, and understand more about, a site, collection or event.
National Association for Interpretation (Online)	Interpretation is 'a mission-based communication process that forges emotional and intellectual connections between the interests of the audience and the meanings inherent in the resource.'
Interpretation Australia (Online)	Interpretation communicates ideas, information and knowledge about locations, the natural world or historic places in a way which helps visitors to make sense of their environment. Good interpretation will create engaging, unique and meaningful experiences for visitors.
Swedish Centre for Heritage Interpretation (Online)	The aim of nature interpretation ('naturvägledning' in Swedish) is to help visitors develop a personal relationship with nature and the cultural landscape.

Noun phrases

The noun phases used in the definitions to describe 'heritage interpretation' are listed in the following table. Noting that several definitions have been influenced by a previous one, it can be seen that most of them use a description which is either related to 'education' or 'communication.' While some definitions find heritage interpretation to be an 'activity' or 'action,' with the implication that who implements heritage interpretation is important, some of them find it as 'process' where it implies that heritage interpretation should be continuous, ongoing, and interactive. The perspective of heritage interpretation as 'process' also means that it is necessary to consider who implements the interpretation in that process.

Phrases

An educational activity

Any communication process

An educational activity

The full range of potential activities

Mediation···an action

The public discussion in the public sphere

Persuasive communication activities

An educational activity

A structured approach to non-formal learning

A communication process

A mission-based communication process

Aims and objectives

The aims and objectives of heritage interpretation that were stated in the definitions revealed a number of different emphases. These stated aims include suggesting information, helping/ encouraging understanding, revealing meanings and establishing relationships through heritage interpretation.

Phrases

· aims to reveal meanings and relationships

· to reveal meanings and relationships

· aims to reveal meanings··· enhances our understanding, appreciation and therefore, protection of historic sites and natural wonders

· to heighten public awareness and enhance understanding

· reconciling parties or bringing them to agreement

· a deliberative discourse of collective identities, social norms··· individual freedom

· at presenting and explaining aspects

· consisting of providing information

· communicating significant ideas··· established a link

· shares interesting stories and experience's that help people make sense of, and understand more

· that forges emotional and intellectual connections between the interests···and the meanings

· helps visitors to make sense of··· create engaging, unique and meaningful experiences for visitors

· to help visitors develop a personal relationship

Content of heritage interpretation [what to interpret]

The content of heritage interpretation is a collection of phrases on 'what to interpret.' Due to the fact that the organisations and individuals proposing definitions are different, these phrases cover many types of heritage, such as objects, collections, sites, places, landscape, and even museums, related to both natural and cultural heritage.

Phrases

Objects

Cultural and natural heritage…an object, artefact, landscape or site

Cultural and natural resources…historic sites and natural wonders

Cultural heritage site

Museum

Heritage

The natural and cultural heritage of a tourist destination of visitors

Natural and cultural heritage to people visiting heritage sites and objects

A place to people on leisure…such as a nature reserve, a historic site, or a museum

A site, collection or event

Interests of the audience and the meanings inherent in the resource

Locations, the natural world or historic places

Nature and the cultural landscape

Methods for interpretation [How to interpret]

Some definitions provide examples of methods for heritage interpretation. This provides some idea that what kinds of actions are covered in those definitions, and how the implementation of heritage interpretation has been conceived. By suggesting how to carry out interpretation, it is possible to provide concrete examples for interpretation practices. However, this might not be appropriate for all definitions; for example, some definitions which describe heritage interpretation as a 'process' would require more detailed elaboration on methods and detailed processes. Therefore, this additional information might be more effectively provided in principles and guidelines, including best practice examples.

Phrases

· Through the use of original objects, and by illustrative media, rather than simply to communicate factual information

· through first-hand involvement

· Through various media-including talks, guided tours, and exhibits- interpretation

· print and electronic publications, public lectures, on-site and directly related off-site installations, educational programmes, community activities, and ongoing research, training, and evaluation of the interpretation process

· such as guided tours, brochures, and information provided on signs and in exhibitions

Relationships with the public

Some definitions specifically mention relationships with the public and it should be acknowledged that the public, and communities in particular, need to be included as key stakeholders in heritage interpretation. Especially in the context of World Heritage, communities are always a priority in decision-making and management processes.

> **Phrases**
> · meanings and relationships of cultural and natural heritage to the public
> · mediation between the museum public and what the museum gives its public to see
> · The public discussion in the public sphere as a deliberative discourse of collective identities, social norms, and of the possibility of individual freedom from the weight of heritage

❖ 4. Conclusion: why is a new definition needed?

Since the early 21st century, heritage interpretation has become an essential component in the overall processes of conservation and protection of heritage places. Especially in the context of World Heritage, interpretation has become key in resolving issues related to how heritage values are interpreted and presented by heritage communities and stakeholders with different perspectives. To resolve conflicts related to heritage interpretation among State Parties and different communities, the World Heritage Committee has recommended that State Parties establish interpretation plans and improve practice. However, based on the current definitions on heritage interpretation, which see it simply as an educational activity or communication process, it is impossible to explain why different perspectives on heritage values and how they are interpreted can cause serious public objections. When reviewing recent issues related to heritage interpretation, it can be seen how the scope of heritage interpretation and its role has recently shifted from educational activities or communication process to more participatory interactions between people and heritage where there can be multiple understandings of different heritage values.

Many heritage specialists have recently taken the position that heritage is no longer sacred or neutral. Therefore, even the best heritage interpretation involving 'provocation' and 'a form of action', does not guarantee that those actions are always positive and beneficial for the heritage or their related stakeholders. The heritage sector today is very complex: different stakeholders, participants, and right-holders are participatory 'agents' constructing the contemporary and future values of heritage places. Heritage communities no longer need 'to be educated' or to

have heritage values 'delivered' to them; instead they are now recognized as those who create and interpret heritage values.

There is growing recognition in the heritage sector that communities are the most important stakeholder. However, this huge shift has not been fully reflected in the way heritage interpretation and presentation are understood and practiced. Therefore, new or revised definitions were long overdue in 2022, they are much needed to reflect these new paradigms in the heritage world, to contribute to the World Heritage properties through improved heritage interpretation and presentation.

Since this literature review was only able to focus on definitions of heritage interpretation, future studies are needed on the purpose and impact of heritage interpretation on World Heritage. In addition, as the 2008 Ename Charter referred to both interpretation and presentation concepts, future studies on the concept of 'presentation' could be useful to understand its function. More in-depth suggestions for future research for the following year will be covered in Chapter 6.

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III

Working Group Meetings

Discussion of concepts

III

Working Group Meetings
Discussion of concepts

❧ About the working group

As a part of the research project on 'Definitions and Concepts of World Heritage Interpretation and Presentation,' a working group was formed in order to support the drafting of definitions for 'heritage interpretation,' 'presentation,' and 'inclusive heritage interpretation.' During the working group meetings, members mainly discussed the practice of heritage interpretation and presentation, as well as issues related to their definitions and concepts. Since the 2008 ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites (2008 Ename Charter) focused only on cultural properties, this working group endeavoured to reflect the World Heritage Convention and the recent Nature-Culture Journey, by including both cultural and natural heritage in the discussion, as well as considering regional perspectives on heritage interpretation and presentation. The working group meetings were followed by an online survey for heritage specialists, as part of which the outcomes of the group's discussions were shared in order to collect ideas more widely and encourage further debate. The lessons from this research will be closely linked to future efforts to establish principles and guidelines.

This chapter will summarise and explain the range of opinions shared by working group members during meetings. Four meetings were held between July and September 2022. Initially, there were two sub-groups of interpretation specialists (Group 1) and heritage specialists (Group 2), who explored heritage interpretation and presentation from the perspective of their part of the heritage sector. Initially these two sub-groups met separately and then they were both brought together in two subsequent meetings, which focused on integrating different perspectives and overcoming the gaps between the two groups.

The general content of each meeting was as follows:

- **First two meetings:** sharing results of the literature review; reviewing the epistemology of concepts; and discussing the structure that the new definition should take.
- **Third meeting:** concepts and necessary keywords; and heritage interpretation in conservation and management processes.
- **Fourth meeting:** discussing and modifying the draft definition.

As a result of the first two meetings, it was agreed that the two concepts of heritage interpretation and presentation were closely connected and often overlapping in cyclical and recurring processes. Moreover, it was concluded that the new concept of heritage interpretation and presentation should not simply aim to deliver information to people through one-way communication. Instead, it is critical to establish the meanings of heritage with people, and for this reason the practice of heritage interpretation and presentation have evolved to increase participation.

After the third meeting, a core idea emerged that heritage interpretation and presentation are meaning-making processes involving participation, experiences and communication. The working group members also agreed that heritage interpretation and presentation can occur within heritage management processes in various ways. This will require further discussion about the concrete aims and objectives of heritage interpretation and presentation.

In the fourth meeting, as the draft definition was further developed, the members agreed on the role of heritage interpretation in encouraging greater understanding of heritage and establishing relationships between heritage and people. This is based on the premise that what to interpret and how to do it need appropriate decision-making processes with genuine contributions from different perspectives.

⟐ 1. Introduction

In April 2022, WHIPIC planned a series of working group meetings to revisit current definitions and concepts of 'heritage interpretation' and 'heritage presentation'. WHIPIC needs definitions of those two key terms and clear theoretical concepts in order to contribute to resolving challenging issues being faced at World Heritage properties, as well as to establish goals and plans for future WHIPIC activities. Therefore, the overall aim of this working group was not to propose an overly complex definition but instead to review the current understanding of the terms and suggest a revised - or new – definition for heritage interpretation and presentation that could be applied in practice. The working group meetings were an opportunity for WHIPIC to hear the views of heritage specialists, particularly those who have been directly involved with heritage interpretation and presentation. The working group members include heritage specialists, with knowledge of management, conservation, philosophy, etc., and representing different regional perspectives on heritage interpretation and presentation.

Twelve members were invited to provide their ideas and opinions on key issues WHIPIC had identified. These were closely related to challenges WHIPIC is currently dealing with and to the results of a literature review that had been conducted beforehand. Through a series of meetings, WHIPIC tried to establish agreed definitions of heritage interpretation and presentation, or at least to gain some agreement on how those two key concepts are understood. By doing so, it was expected that these group meetings would generate discussions on World Heritage interpretation and presentation in theory and in practice, focusing on their concepts and definitions.

In advance of each meeting, WHIPIC put forward several discussion points to the members connected to issues raised in the previous meetings. Each meeting lasted two hours, which allowed time for each member to have an equal opportunity to voice their opinions. All members also submitted opinion notes after the meeting ended so that they could reflect on the points raised by others, supplement their statements and suggest new opinions.

• Meeting schedule •

Dates and Times	Agendas
1 July 2022, 8–9PM (KST)	Launch meeting, information sharing in advance
8 July 2022, 8–10PM (KST)	Sharing results of literature review, reviewing the epistemology of concepts, discussing the structure of the definition sentence
15 July 2022, 8–10PM (KST)	
22 July 2022, 8–10PM (KST)	Conceptual realm and necessary keywords, heritage interpretation within conservation and management processes
5 September 2022, 11AM–1PM (KST)	Modifying the draft definition in advance of the online survey

Nr	Name	Position/Affiliation
1	Dominique Bouchard	Head of Learning and Interpretation, English Heritage
2	Steve Brown	Senior Research Fellow, University of Canberra
3	Neel Kamal Chapagain	Associate Professor & Director, Centre for Heritage Management, Ahmedabad University
4	Sarah Court	Independent Heritage Specialist
5	Manuel Gándara Vázquez	Professor, Escuela Nacional de Conservación, Restauración y Museografía
6	Sue Hodges	Managing Director, Sue Hodges Productions
7	Eugene Jo	Programme Manager, World Heritage Leadership, ICCROM/IUCN
8	Navin Piplani	Director, Creative Cluster, Sushant University
9	Trinidad Rico	Professor and Director of Heritage Conservation, University of Southern California
10	Mario Santana Quintero	Professor, Carleton University
11	Neil Silberman	Lecturer in Heritage studies, Johns Hopkins University; University of Massachusetts Amherst; Coherit Associates
12	William Stewart Logan	Professor Emeritus, Deakin University

2. Definitions papers

At the beginning of the working group's activities, all members were asked to submit a 'definitions paper' in advance of the first meeting. Definitions papers were a way of gaining insights into members' thoughts on the key terms and help them to prepare their contribution. The following questions were asked:

- Are 'World Heritage' interpretation and presentation different from heritage interpretation and presentation? Also, how are those concepts different from, or related to, the definitions from the 2008 ICOMOS Charter of Interpretation and Presentation of Cultural Heritage Sites?
- Is interpretation different from presentation? How are those two concepts related to each other?
- Who should interpret and present World Heritage sites? Who should participate in the interpretation and presentation of World Heritage sites?

These questions raised core issues in relation to heritage interpretation and presentation, and its relationship to World Heritage. They were also linked to concepts and definitions of heritage interpretation and presentation that WHIPIC had been trying to clarify through pilot activities and cooperation with international and regional heritage specialists for the three years of the task force period, which preceded WHIPIC's official launch. These questions were posed at the very beginning of the project, and it is hoped that some answers were found by the end.

Most members answered all the questions and some also suggested definitions. They all provided very insightful opinions that informed the agenda of the first working group meetings. It is noted that in addition to opinions provided on the definitions and concepts, some expanded their comments to other meaningful points that will be considered in the future principles and guidelines.

The request for definitions papers was made in an attempt to find some common ground for concepts and definitions. However, it was impossible to draw shared conclusions from the submitted papers because the members all had very different levels of understanding of and perspectives on heritage interpretation and presentation, including their scope, realms, subject, process, and methodology. Moreover, it was also found that more clarity was needed around the use of terminology in the definitions papers. Some of the members quoted the definitions from the 2008 Ename Charter.

After reviewing all of the definitions papers, there was an internal concern within WHIPIC whether it would be possible to deal with the proposed agendas effectively during the first two meetings. Due to the practical issue of running meetings effectively, two sub-groups were created for this early stage: group 1 consisted of interpretation and presentation specialists, and group 2 of heritage specialists. For practical reasons and for better time management, each group had five to six participants. Therefore, the first meeting was a discussion session with group 1, and the second with group 2. As a point of departure for sharing different points of view, discussion in both cases was based on the outcomes of the literature review by the Korea National University of Cultural Heritage (KNUCH) research team. From this starting point, it was hoped to reach an agreement after sharing thoughts in the working group meetings.

⟐ 3. Working process

Launch meeting (1 July 2022)

The launch meeting was an introductory session for all members in which general information was provided about WHIPIC, the research projects, and the working group meetings. As many of the working group members were unfamiliar with WHIPIC and its activities, the launch meeting started with a short presentation by the WHIPIC Research Office which provided an overview of its previous and current projects, as well as the immediate aims of this research project. It also described the overall structure of the project so that the roles and tasks of the working group were clear: they were asked to participate in detailed discussions about each topic and provide international and regional views on the concepts and definitions of heritage interpretation and presentation.

First two meetings (8 July and 15 July 2022)

Before the first two meetings, both groups received the same material: a summary of the literature review and a structure for the new definitions. The literature review was fundamental research carried out by a KNUCH research team. It concluded that modern understanding of heritage interpretation had two conceptual bases, cognitive psychology and hermeneutics. In this literature review, the cognitive psychological perspective focused on the function of heritage interpretation as an educational activity, closely connected to the Ename Charter. In contrast, the hermeneutical perspective emphasised heritage interpretation for meaning–making.[1] Based on this analysis, the working group members had sessions to discuss concepts related to heritage interpretation and presentation and the relationships between the two key terms.

In the first meeting with interpretation and presentation specialists, the members focused more on the meanings and activities of 'interpretation' and 'presentation,' along with how those two processes related to each other. While the two concepts have different aspects - they are not identically the same - they are often closely related. It means that the two processes often happen together, and one often involves the other in its implementation. Members agreed that cognitive psychological and hermeneutical perspectives are not totally separate because heritage interpretation is now more dynamic and recognizes more active agency on the part of the person experiencing heritage interpretation. The ongoing understanding and learning process naturally leads people to the meaning–making process.
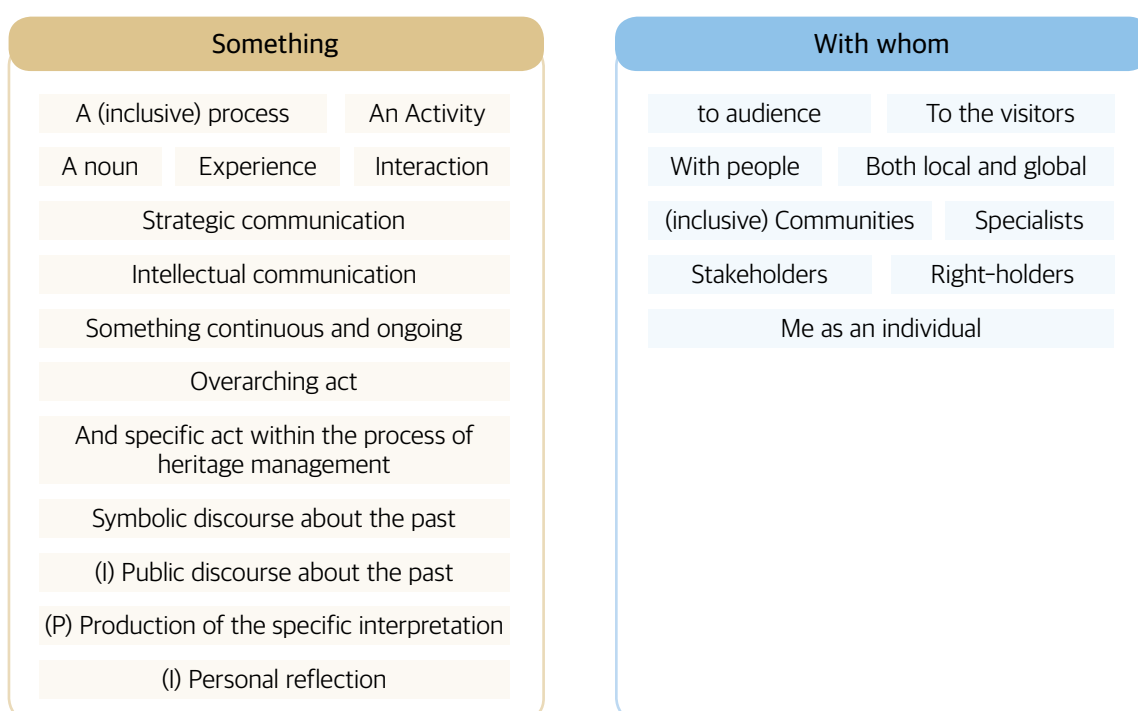
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[1] The reason of suggesting heritage interpretation and presentation as separate concepts is because it is appropriate to start a discussion on how those two concepts have been historically formed and quoted in literature.
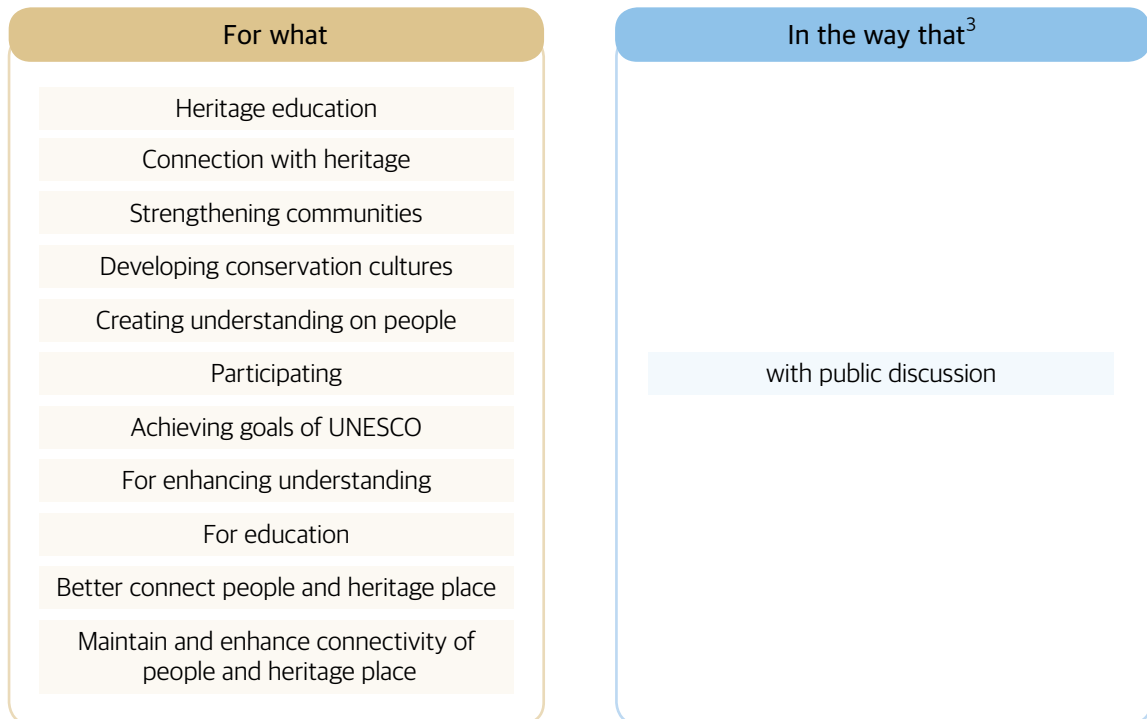
In the second meeting with the heritage specialists, it was very interesting to understand the historical background of the 2008 Ename Charter and the original ideas behind the terminologies used in the charter. When it was first ratified, 'interpretation' was related to 'meaning making' and 'thinking,' whereas 'presentation' was about publishing and 'communication.' The members agreed that the concepts and definitions of heritage interpretation and presentation change and evolve over time and according to context, which led to a concern that it would be difficult to draw up a new global definition that would respect diversity and cultural differences.

In both meetings, a structure for a definition sentence was suggested, as shown in the diagram below. The sentence would begin with 'Heritage interpretation/presentation is...' and then be completed by the content of four columns headed 'something,' 'with whom,' 'for what,' 'in the way that.' Those four columns were based on the content of the definitions papers that the members had submitted. For example, 'with whom' was to clarify who needs to be involved with heritage interpretation and presentation. 'For what' indicated the aim and objectives of heritage interpretation and presentation and 'in the way that' was concerned with how to implement it in practice. All members suggested various key words and phrases which could be included in the definition sentence.

Suggestion for definition sentence keywords

Heritage Interpretation / Presentation is...

Something
A (inclusive) process   An Activity
A noun   Experience   Interaction
Strategic communication
Intellectual communication
Something continuous and ongoing
Overarching act
And specific act within the process of heritage management
Symbolic discourse about the past
(I) Public discourse about the past
(P) Production of the specific interpretation
(I) Personal reflection

With whom
to audience   To the visitors
With people   Both local and global
(inclusive) Communities   Specialists
Stakeholders   Right-holders
Me as an individual

For what	In the way that[3]
Heritage education	
Connection with heritage	
Strengthening communities	
Developing conservation cultures	
Creating understanding on people	
Participating	with public discussion
Achieving goals of UNESCO	
For enhancing understanding	
For education	
Better connect people and heritage place	
Maintain and enhance connectivity of people and heritage place	

At the end of second meeting, it was found that it was not yet possible to write a definition or clarify the relationship between heritage interpretation and presentation; it is important to note that even the working group members had different perspectives on the two concepts. Therefore, it was necessary to continue discussion in order to combine the different perspectives of groups 1 and 2.
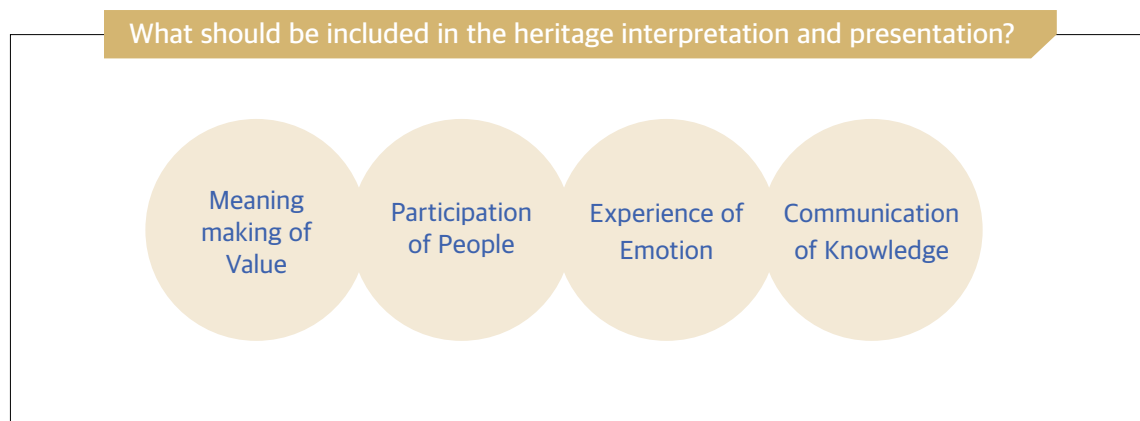
Third meeting (22 July 2022)

When reviewing the definitions papers and revising the points raised in the previous two meetings, it was concluded that heritage interpretation and presentation in general are slightly different when they are applied specifically to World Heritage properties. There are differences in what should be interpreted and presented but similarities in terms of aims and activities. At this point, it was clear that there were also different understandings among the interpretation and heritage group members. The discussion among the interpretation group focused on the action of interpretation and presentation, while the heritage group mainly discussed who should be part of the process.

The third meeting aimed to fill this gap and reach at least one point of compromise regarding heritage interpretation and presentation. During this meeting, meaningful ideas were introduced from both heritage interpretation and the overall heritage sector. During the

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3 Note that there was not enough time to discuss the 'in the way that' column but this will be addressed in the future.
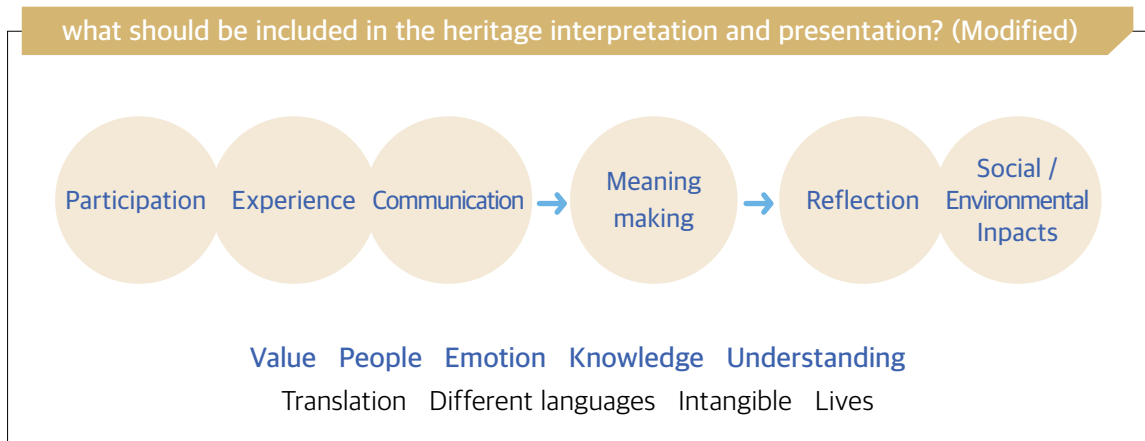
meetings, it had become clear that heritage interpretation and presentation are connected and often happen simultaneously in recurring cycles. Many members also emphasised that it should involve a range of people (not just heritage specialists or interpreters) because there are now expectations and obligations to ensure greater participation in heritage, including heritage interpretation and presentation processes.

What should be included in the heritage interpretation and presentation?

Meaning making of Value

Participation of People

Experience of Emotion

Communication of Knowledge

Figure 1 What should be included in the heritage interpretation and presentation?
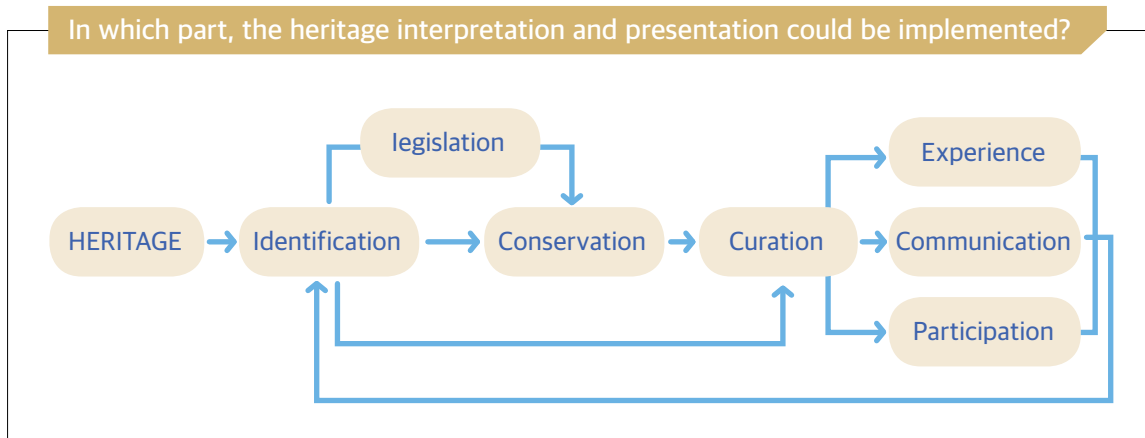
On the basis of this idea, the third meeting mainly explored two subjects. First, the members were asked what should be included in heritage interpretation and presentation in order to define the scope of the two terms. The four concepts suggested in the Figure 1 were derived from the input gained in the first two meetings, and were selected because they covered the areas explored through the definition sentence structure table. Following discussion, the Figure 2 was developed, which showed that heritage interpretation and presentation include participation, experience, and communication, and lead to meaning-making. Other important keywords were value, people, emotion, knowledge, translation/language, intangible aspects, and life. While they would not be necessarily included within the definition of heritage interpretation and presentation, it will be vital to consider these keywords when establishing principles and guidelines for heritage interpretation and presentation.

<figure>

what should be included in the heritage interpretation and presentation? (Modified)

Participation | Experience | Communication → Meaning making → Reflection | Social / Environmental Inpacts

Value   People   Emotion   Knowledge   Understanding
Translation   Different languages   Intangible   Lives

</figure>

Figure 2 | what should be included in the heritage interpretation and presentation? (Modified)
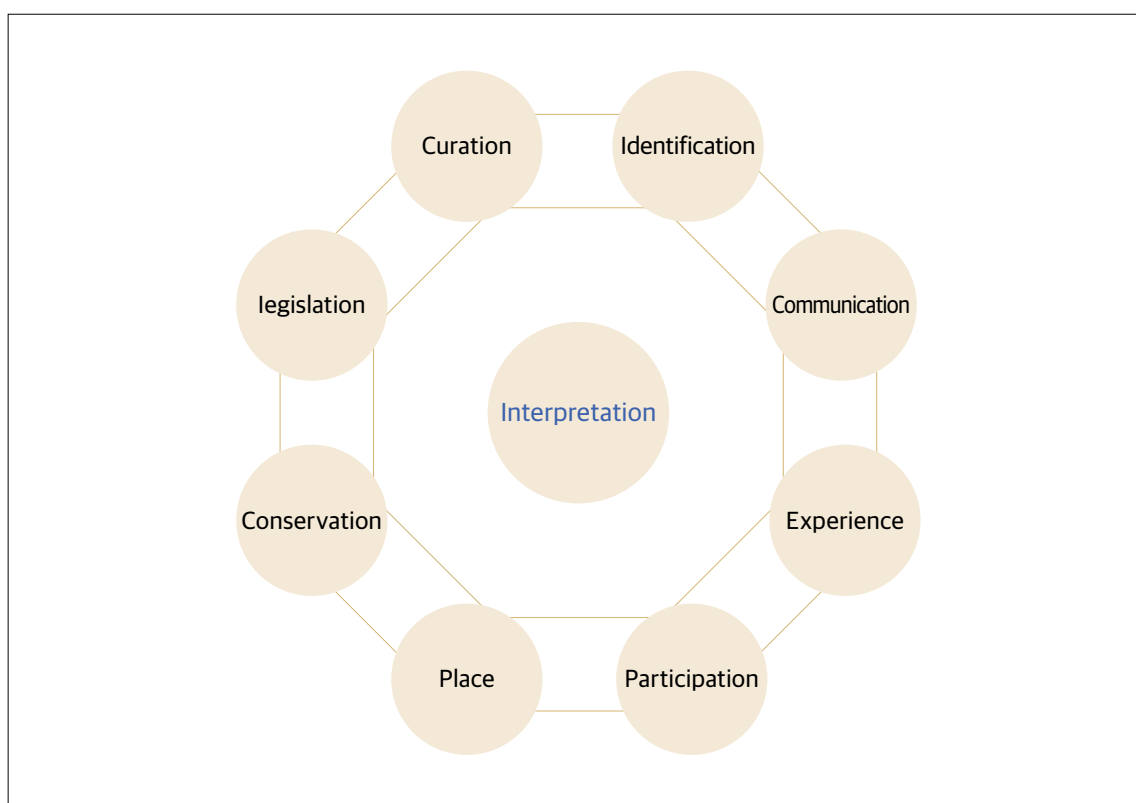
In the second part of the third meeting, the members were shown the diagram below, which schematizes the overall processes occurring at heritage places, including World Heritage properties. Members were asked: 'in which areas of these processes could heritage interpretation and presentation be implemented?'

<figure>

In which part, the heritage interpretation and presentation could be implemented?

legislation

HERITAGE → Identification → Conservation → Curation → Communication → Experience / Participation

</figure>

Figure 3 | In which part, the heritage interpretation and presentation could be implemented?

In previous meetings, when discussing the definition sentence structure, questions had been raised around the reason for drawing up a new definition of interpretation and presentation, the aim of it and how it could be applied to heritage places in practice. Therefore, this diagram was provided to provoke further thinking about the connection of heritage interpretation to the overall management and conservation of heritage places. The different elements of this diagram do not happen one at a time, instead the actions shown in the diagram often occur cyclically in many phases, within which interpretation and presentation are needed.

Some of the members partially agreed with this sequential diagram, although it was pointed out that the 'heritage' at the starting point could be positioned anywhere in the diagram. It was also suggested that the word 'curation' should be substituted with a better word to describe the process of presentation, which includes publishing, displaying and sharing values through different media. Even though there were many discussion points related to this diagram, the members generally agreed that all processes could involve heritage interpretation and presentation in various ways. It was also suggested that the diagram might be better visualised as a circle of elements, as follows:

Curation Identification

legislation Communication

Interpretation

Conservation Experience

Place Participation

Figure 4   In which part, the heritage interpretation and presentation could be implemented? (modified)

WHIPIC's evaluation of that the third meeting was that it successfully brought together the members' different ways of thinking and how they view heritage interpretation and presentation. Although it had been assumed that it would be impossible to find a way to combine such diverse ideas in a shared concept, the third meeting provided an important step in the process of drafting the new definition.

WHIPIC's internal discussion meeting(12 August 2022)

After the three working group meetings, WHIPIC held an internal discussion meeting to share the interim outcomes of the working group and link them to WHIPIC's future goals and activities. The participants of the internal discussion generally agreed with the opinions of the working group and provided feedback to the Research Office.

First, regarding 'inclusive heritage interpretation,' the point was raised that it might be necessary to examine whether the concept of 'inclusiveness' was indiscriminately accepted without any critical analysis. Reconsideration of inclusivity would be timely in order to assess if it comprehensive enough to meet the needs of future heritage interpretation and presentation.

Second, the need to develop an ethical approach to heritage interpretation and presentation was stressed. It was noted that examples of ethical approaches applied in practice are needed so that people can consider them when deciding what to interpret and how to do it. This would help to reduce problems related to heritage interpretation and presentation issues that have arisen when there are different perspectives.

Finally, it was also emphasised how essential it was to consider both Outstanding Universal Value (OUV) and other heritage/conservation values in heritage interpretation and presentation. This is because there are multiple meanings and contexts to heritage that are based on different value systems, including regional, national, and community-held values. If heritage interpretation and presentation is going to play a significant role at heritage places, it cannot only deal with the OUV of World Heritage properties but it must also truthfully reflect broader understanding of all heritage/conservation values.

Fourth meeting (22 July 2022)

After the first three meetings, WHIPIC began to prepare an international online survey to investigate how heritage interpretation and presentation are understood by wider heritage communities and specialists. When preparing the survey, it was decided to share a draft definition and include it for comparison and analysis. Therefore, the fourth meeting was held with the aim of agreeing upon the draft definition.

> **Draft**: Heritage interpretation is a process of meaning-making of heritage sites which involves communication, participation and experience by using the methodology of heritage presentation, to interact with the heritage sites and enhance connectivity of people and heritage sites. In the decision-making process of what is interpreted and how, it premises heritage interpretation based on the ethical approach and in-depth consideration of the full context of heritage values of the site.

During the discussion, the members took a closer look at the draft and reviewed it word by word, so that the definition sentence fully reflected the working group's conclusions. One of the most debated issues was where to put 'participatory' in the sentence so as to emphasise the importance of participation and to imply that heritage interpretation needs to be based on people-centred approaches and not be expert-driven. In addition, the members discussed how to express the idea of 'values' so that it clearly covered both OUV and other heritage/conservation values. After changing numerous times, members agreed on 'OUV and community-held values' because OUV is not the only value assigned to heritage and it should always be considered together with the values recognised by associated communities.

In the final sentence, based on the suggestion of members, it was decided that it would be helpful to connect the ethical points to WHIPIC's mission for heritage interpretation and presentation. Therefore, the definition highlights that the ultimate goal of heritage interpretation is to support UNESCO and the international community in finding solutions to global challenges that heritage is facing.

> **Modified**: Heritage interpretation is a (participatory) meaning-making process through communication, participation and experience. It increases understanding and creates/encourages connections between people and heritage places. In the (participatory) decision-making process of what is interpreted and how, it premises heritage interpretation based on an ethical approach and a consideration of the full range of heritage values including OUV and community-held values. WHIPIC's mission is to facilitate heritage interpretation that reflects UNESCO's commitment to peacebuilding, human rights, intercultural understanding, gender equality, accessibility and the sustainable development goals.

After the meeting ended, the members had further discussion through the online platform about word selection. In the end WHIPIC's Research Office decided to remove the final part on WHIPIC's mission from the survey in order to prevent confusion and to help survey respondents focus on the meaning of heritage interpretation itself. In this way the final draft definition was formulated as follows:

> **Final draft**: Heritage interpretation is a meaning-making process through communication, participation and experience. It increases understanding and promotes connections between people and heritage places. In the decision-making process of what is interpreted and how, it premises heritage interpretation based on an ethical and participatory approach and a consideration of the full range of heritage values including OUV and community-held values

◂◆ Conclusions

After five meetings within and outside of WHIPIC, a new draft definition was developed and, following the final meeting, it was decided to share it through an international online survey. This was because, although the working group members were all heritage specialists, there were many others who had not had the opportunity to participate in the meetings. Therefore, it was important to investigate if the international heritage community would also agree to the proposed definition or if further revisions were needed. Finally, it was recognised that the discussion process had focused much more on 'heritage interpretation' and neglected 'heritage presentation,' which needs future consideration. Thus, the following survey aimed to reflect on the advantages and disadvantages of the working group outcomes and indicate where to focus next.

IV

Survey Report

Opinions from the wider heritage sector

IV

Survey Report
Opinions from the wider heritage sector

◆ About the Survey

Following these meetings, an international survey was undertaken by sharing the outcomes of the working group discussions in order to collect additional ideas from heritage specialists and to stimulate further debate on this topic. The survey aimed to investigate the understanding of heritage interpretation and presentation by a wider, worldwide group of heritage specialists and to review the contents and structure of the draft definitions that had been drawn up during the working group meetings.

The survey was conducted for 23 days between 19 September and 11 October 2022. It was in English in order to reach as wide an audience as possible. Heritage specialists, including scholars and site managers, in WHIPIC's network were invited to participate and it was also shared on social networks through an open link, so that anyone interested in the heritage interpretation could respond to the survey.

The survey consisted of four questions: the first part asked why heritage interpretation and presentation are needed, in order to draw out the diverse needs of the international community. The second part asked respondents to define heritage interpretation and presentation in their own words to assess current understanding and awareness of the concepts. The third part shared the working group's draft definition sentence and asked the level of agreement with each keyword. Finally, respondents were asked to suggest essential keywords required for heritage interpretation and presentation in principle. All data from the survey was reviewed by WHIPIC's research office and it will also be used as the basis for future research projects.

* Note that some sentences in this chapter were automatically produced based on the survey responses. Therefore, it might include some grammatical error or some words that are not suitable in the context.
* Note that in this chapter, the words derived from the survey responses and analysis are marked in quotation marks (" ").

⟐ 1. Introduction

Definitions and concepts of heritage interpretation continue to evolve and its influence within the heritage sector has expanded over the years since Freeman Tilden outlined its importance and methodology. There has also been a parallel evolution in the way the significance of heritage has been understood, with changing perspectives, greater participation of diverse stakeholders, and new roles for heritage in contemporary society. Heritage is now recognized as having multiple functions and with people engaging with it in numerous ways. Against this complex background, heritage interpretation and presentation have become priority objectives.

In response to this, the International Centre for the Interpretation and Presentation of World Heritage Sites under the auspices of UNESCO (WHIPIC) carried out a project on 'Theoretical Research: Definitions and Concepts of Heritage Interpretation and Presentation.' Its aim was to document developments, discuss current usage and provide updated definitions and concepts of heritage interpretation in support of a heritage discourse within a sustainable development perspective. The research was carried out in four steps: a literature review, working group meetings, an online survey, and an academic conference. The first two stages gathered basic information on heritage interpretation and presentation, on the basis of which the concepts were discussed and developed, and consensus gained.

This chapter specifically covers the survey devised to understand whether a larger audience was in agreement with the collated definitions and concepts of heritage interpretation and presentation. Accordingly, the survey aimed to identify shared understanding of the definition and concept of heritage interpretation and presentation and to gather preliminary data as the basis for future theoretical research. Moreover, by gaining opinions on its newly formulated definition, WHIPIC hoped to increase the available information, assembling supporting data for further studies and research that would strengthen the concepts of heritage interpretation and presentation.

Thus, the primary goals of the survey were as follows;

- To identify the definitions and concepts of heritage interpretation and presentation
- To gather opinions on WHIPIC's research on heritage interpretation and presentation, attempting to reach a consensus
- To serve as a foundation for identifying future research directions on heritage interpretation and presentation

2. Methodology

On the basis of studies from previous reviews, WHIPIC composed a mixed-mode survey using qualitative and quantitative methods to investigate understanding of the concepts and definitions of heritage interpretation and presentation. It was composed of seven descriptive questions and one rating scale question, using the Likert scale.

The main aim was to discover to what degree the definition drafted by the working group matched general ideas about interpretation in the heritage sector; thus, term utilization, frequency, and similarity was considered when designing the questions. Rules, such as word limitations, were also applied for analytical efficiency and precision.

The survey was conducted by Gallup Korea from 19 September to 11 October 2022 (23 days), with international heritage specialists, scholars, site managers, and other relevant parties as the target respondents. It was an online, English-language survey, and the link was shared on WHIPIC's social media platforms (Instagram and Facebook). In addition, email invitations containing the survey link were sent to heritage specialists and other relevant contacts who had been identified through previous activities and who had given their consent for data collection.

This chapter provides the analysis of the valid responses from 108 participants. In demographic terms, responses were reasonably balanced and well distributed among different categories (e.g. region, gender, professional background), enabling WHIPIC to obtain a range of opinions. Descriptive responses were analysed using: 1) word clouds, 2) frequency tables, 3) semantic networks, 4) text summarization algorithms, and 5) text similarity analysis and evaluations. Instead, 1) frequency tables and 2) correlation analysis were applied to the rating scale answers.

Despite little available data on concepts regarding heritage interpretation and presentation, as a preliminary attempt to define heritage interpretation and presentation, this survey was successful in generating meaningful information. Furthermore, it delivered a notable outcome in terms of advocacy, as most respondents showed positive reactions to WHIPIC's research

3. Results and Analysis

The descriptive questions explored: 1) the need for, 2) the definition of, and 3) principles for heritage interpretation and presentation. As mentioned above, this survey aimed to document to what extent the heritage sector agreed with the overall results from the literature review and working groups. Thus, analysis was carried out to verify the frequency, relationships, and
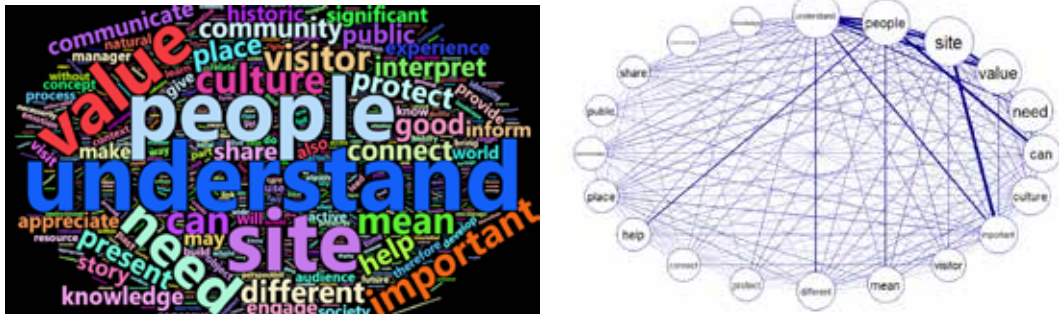
similarity of the terms used in the survey responses.

Figure 1   Word Cloud and Semantic Network Table on the need for Heritage Interpretation and Presentation

1) Why do we need Heritage Interpretation and Presentation?

First, when asked about the need for heritage interpretation and presentation, 'understand' had the highest frequency,[1] with 'people' and 'site' following close behind. It was noticeable that 'value' was closely connected to the subjects of heritage interpretation and presentation, such as 'people.' The combined sentence, created from all responses through the semantic network analysis, was as follows:

'It is necessary to present and interpret to people to understand the value of heritage and historic sites.'

The auto-summarization of the similarity analysis provided the following sentence:

'Many people might not know about heritage; therefore, we need to interpret and present the heritage.'[2]

The additional analysis demonstrated that heritage interpretation and presentation is required.

In general, the shared opinion was that 'interpretation and presentation are needed so that visitors to cultural heritage gain better understanding in terms of increased knowledge.' Overall, it was expressed that heritage interpretation and presentation are necessary to understand the values of heritage places, as those who encounter them might be unfamiliar with the heritage.

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1 As the subject was about heritage interpretation and presentation, the term heritage, interpretation and presentation are put aside for analysis.

2 Auto-summarized sentences may not be grammatically accurate as they are collated and generated through machine learning analysis.

2) Provide your own definition of heritage interpretation and presentation

Figure 2   Word Cloud for Heritage Interpretation (left) and Heritage Presentation (right)

The frequency of terms used by respondents for defining heritage interpretation and presentation had notable differences. For heritage interpretation, 'mean[ing]' and 'site' were the most regularly used terms, followed by 'understand' and 'value.' This demonstrated the general perception that heritage interpretation is an essential activity that provides basic understanding and enables heritage engagement. In the case of heritage presentation, 'mean[ing],' was most frequently used, along with 'inform,' 'use,' and 'way.' The recipients of heritage interpretation, such as 'audience' and 'public' were also frequently given. Interestingly, terms signifying the subject and object of interpretation were a common feature, showing the role of heritage presentation as a way of communicating the heritage to the public/audience. Analysis of these responses indicated that heritage interpretation is perceived as an active process, whereas heritage presentation was considered a method.
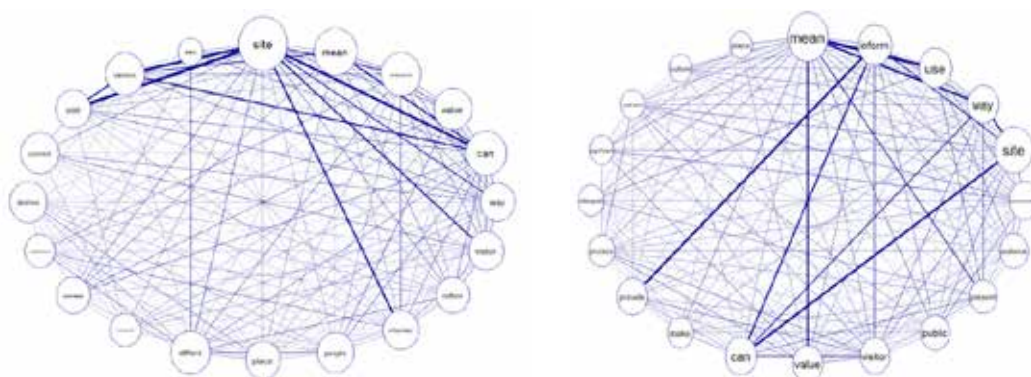

Figure 3   Semantic network for heritage interpretation (left) and heritage presentation (right)

In terms of the connections between concepts used by respondents in their answers, the term 'site' had the most substantial relationship with interpretation, and with the interrelated concepts of 'mean[ing],' 'use,' 'various,' 'inform,' and 'can.' This shows that respondents defined heritage interpretation as an act of interpreting different heritage and site values. For presentation, 'mean[ing]' was the core term, with close connection to other terms, such as 'inform', 'use', 'provide', 'way', 'site', 'value', and 'visitor.' Additionally, there were responses that suggested that heritage presentation can reveal to visitors the values and meanings of heritage in many ways.

The entire set of responses for defining heritage interpretation were summarized as:

'Heritage interpretation is the act of understanding the significance of the heritage.'

For heritage presentation, the combined sentence was:

'It is the way to present the heritage to public.'

The overall summary of all the responses for the two definitions together was:

'I don't think you can present heritage without interpretation.'

Additional analyses of the survey responses revealed the viewpoint of heritage interpretation **as a process which helps form relationships between people, heritage, and culture**. In addition, heritage presentation was seen as **"an action transmitting heritage values and information"**. Comprehensive analysis of terms showed that heritage interpretation is considered to be about 'explaining,' whereas heritage presentation is about 'showing.'

Figure 4) Word cloud and semantic network illustrating the principles of heritage interpretation and presentation

3) The level of agreement with draft definition paragraphs

> Heritage Interpretation is a ⓐ**meaning-making process** through ⓑ**communication**, ⓒ**participation** and ⓓ**experience**.
>
> It ⓔ**increases understanding** and ⓕ**promotes connections** between ⓖ**people and heritage places**.
>
> In the decision-making process of what is interpreted and how, it premises heritage interpretation ⓗ**based on an ethical** and ⓘ**participatory approach** and a consideration of the ⓙ**full range of heritage values** including ⓚ**OUV** and ⓛ**community-held values**.

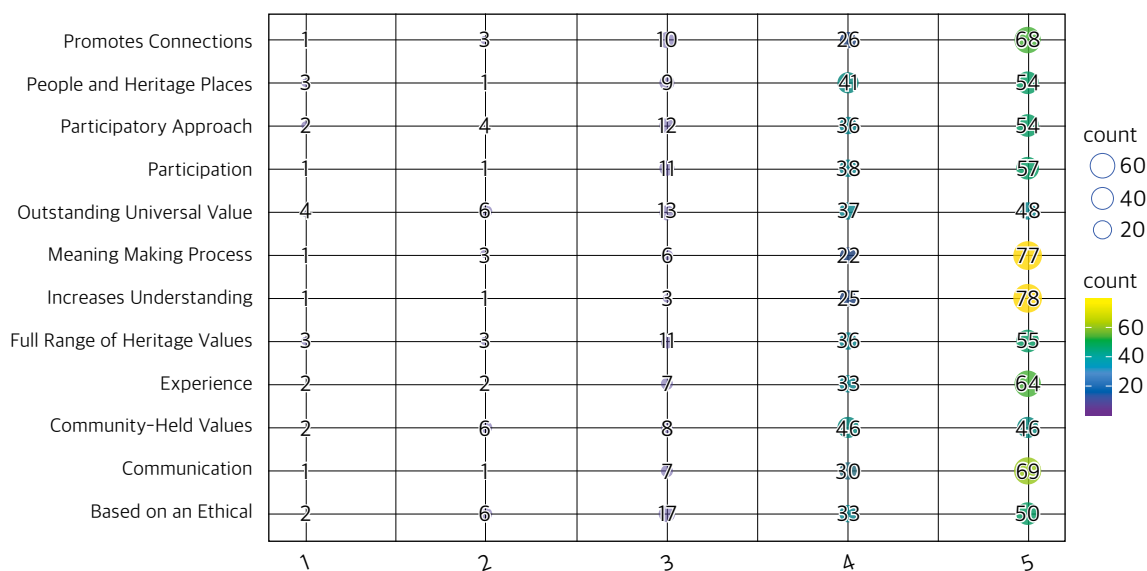| Figure 5 | 5-point Likert scale applied to keywords in the draft definition paragraphs |

| Figure 6 | Cumulative Frequency Balloon Plot for Each Response and Keyword |

A 5-point Likert scale was applied to the keywords in two definition paragraphs that had been drafted on the basis of previous studies and the working group's discussions. The paragraph was carefully designed to judge the level of consensus with the newly drafted definition and gain suggestions for potential revisions. Survey respondents were required to indicate their level of agreement with each keyword in the definition sentences. The scale went from 'strongly disagree,' 'disagree,' 'neither,' 'agree,' to 'strongly agree.'

Keyword	평균 점수
Total	4.36
ⓐ Meaning-Making-Process	4.58
ⓑ Communication	4.53
ⓒ Participation	4.38
ⓓ Experience	4.44
ⓔ Increases-Understanding	4.65
ⓕ Promotes-Connections	4.45
ⓖ People-And-Heritage-Places	4.32
ⓗ Based-On-An-Ethical	4.14
ⓘ Participatory-Approach	4.26
ⓙ Full-Range-Of-Heritage-Values	4.27
ⓚ Outstanding-Universal-Value	4.10
ⓛ Community-Held-Values	4.19

Table 1 Average Scale for Each Keyword (1-strongly disagree, 5-strongly agree)

Generally, all responses were at the positive agreement end of the scale, with very few respondents expressing disagreement. 'Strongly agree' was the most frequently chosen response for all keywords, with 'increasing understanding' having the highest level of support and 'community-held values' receiving the lowest number of 'strongly agree' responses. 'Increases understanding' had the highest average approval score, and 'OUV' had the lowest.

Keyword	Frequency (Ratio)				
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
ⓐ Meaning–Making–Process	1 (0.9)	3 (2.8)	5 (4.6)	22 (20.4)	77 (71.3)
ⓑ Communication	1 (0.9)	1 (0.9)	7 (6.5)	30 (27.8)	69 (63.9)
ⓒ Participation	1 (0.9)	1 (0.9)	11 (10.2)	38 (35.2)	57 (52.8)
ⓓ Experience	2 (1.9)	2 (1.9)	7 (6.5)	33 (30.6)	64 (29.3)
ⓔ Increases understanding	1 (0.9)	1 (0.9)	3 (2.8)	25 (23.1)	78 (72.2)
ⓕ Promotes connections	1 (0.9)	3 (2.8)	10 (9.3)	26 (24.1)	68 (63.0)
ⓖ People and heritage places	3 (2.8)	1 (0.9)	9 (8.3)	41 (38.0)	54 (50.0)
ⓗ Based on an ethical	2 (1.9)	6 (5.6)	17 (15.7)	33 (30.6)	50 (46.3)
ⓘ Participatory approach	2 (1.9)	4 (3.7)	12 (11.1)	36 (33.3)	54 (50.0)
ⓙ full range of heritage values	3 (2.8)	3 (2.8)	11 (10.2)	36 (33.3)	55 (50.9)
ⓚ OUV	4 (3.7)	6 (5.6)	13 (12.0)	37 (34.3)	48 (44.4)
ⓛ Community-held values	2 (1.9)	6 (5.6)	8 (7.4)	46 (42.6)	46 (42.6)

Table 2　Frequency and Ratio of Each Keyword

Although these keywords generally scored positively on the 'agree' scale, the fact that all keywords in the second paragraph(ⓗ ~ ⓚ), which explained the premise of heritage interpretation, received neutral responses('neither') from more than 10% of respondents. It reflects that the full complexity of heritage interpretation as applied to World Heritage is not completely understood within the heritage sector.

It also indicates the need of defining and understanding the premises for heritage interpretation.

4) Main principle for heritage interpretation and presentation

Lastly, the survey solicited suggestions for the main principles required for heritage interpretation and presentation. The most frequent words used in responses were 'mean[ing],' 'understand,' and 'value;' terms signifying the realm that should be dealt with by heritage interpretation and presentation. With regard to the relationships between terms, 'mean[ing],' and 'value' showed strong connections with 'understand,' 'connect' and 'approach.' Unlike previous responses, 'connect' was strongly tied to 'place' and 'people.' Text-summarization merged the answers into the following sentence:

> **'Creating objective narratives that reflect the inclusion of all levels of society and diverse communities.'**

In-depth analysis noted various responses focusing on communication and diversity, presumably emphasizing multiple methods of communication. Communication and understanding were the top priorities for respondents when asked for three key terms related to principles for heritage interpretation and presentation. Both first and second place went to communication, which emphasizes the consistent need of interaction. The comprehensive outcome of this question shows that in order to gain a fuller understanding of the meanings of heritage, a broad range of people must be involved in the consideration of meaning making and communication.

Altogether, analysis of the responses concluded that heritage interpretation is a process for those exploring heritage and its values, while heritage presentation is one method for sharing heritage and its values. Its central principle is suggested as "connecting heritage values and people" so they can "approach heritage through diverse and objective narratives."

Responses on the need for, definition of and principles for heritage interpretation and presentation revealed general agreement that heritage interpretation is a connecting process and heritage presentation is a method for sharing heritage and its values. In that sense, WHIPIC's contribution to this work gained a favorable response but further consideration is needed of how heritage interpretation and presentation are produced. The challenge of understanding the processes of heritage interpretation and presentation may underline the importance of diversity and agreement of values, which was highlighted as a key principle in the survey responses. Reflection on how heritage values are assigned to diverse types of heritage and by people from diverse backgrounds will be essential.

Limitations and Expectations

This survey is significant as a starting point for gathering basic data on the perceptions of heritage interpretation and presentation. The results explicitly draw attention to the importance of communication based on diverse and objective narratives. In consideration of the multiple values that are assigned to heritage, it is fundamental to understand the full potential of heritage interpretation and presentation as the starting point for communicating that diversity. As World Heritage properties are now being called to undertake strategic planning for heritage interpretation and presentation, in the very near future many heritage organizations and World Heritage properties will need to draw up interpretation strategies, and the outcomes of WHIPIC's activities could support this.

The limits of this research are recognized. The survey was conducted over a short period of time, with limited application of analysis methodologies due to the relatively low number of responses. Nonetheless, as preliminary data gathering, the survey provided key insights and consequent check-lists for WHIPIC on what to develop in the future in order to strengthen the research. For example, it could be supported in the future by in-depth interviews and customized analysis.

As the study of concepts and definitions is the first stepping stone for exploring this subject, it is essential to cross-check the results and carry out follow-up research. How heritage is valued, its interpretation and presentation, will continue to change over time. Although points of general agreement can be achieved, inevitably views will shift and perspectives will differ. Ideas and concepts will be created, modified and utilized depending on the heritage place and the socio-cultural background of the individual. Therefore, continually tracking the evolution of this discussion will allow WHIPIC to keep at the forefront of research in this area. This could begin by extending the survey through in-depth interviews and personalized research studies based on geographical and disciplinary representation. Gathering the required data and tracking diverse perspectives would be central to any follow-up. WHIPIC focuses on concepts and definitions, policies, thematic studies, regional research, information management, education and capacity building, which are the foundations for heritage interpretation and presentation. As such, ongoing monitoring and detailed implementation are required to keep up-to-date with the latest developments in heritage interpretation and presentation.

In addition, creating an archive of research data through further surveys and ongoing opinion tracking will be key strategies for data gathering. Data acquisition, processing and management will be of utmost importance in expanding this research. Comparison with the results from different research fields related to heritage interpretation and presentation will enrich concepts and definitions. On the basis of the information gathered, WHIPIC will be able to shape tolerant and recognised standards for heritage interpretation and presentation. As no one answer fits

all, collecting numerous opinions and cases will be vital in outlining what heritage interpretation and presentation are and how they can be contextually adapted. Alongside this, it will be an opportunity to showcase diverse case studies and the adaptation of WHIPIC's research. Categorizing data and being able to extract them as needed will facilitate the consultation of results and support sound developments to heritage interpretation and presentation policies. The survey results highlighted communication, meaning-making, enhancing understanding, diversity, and objectivity as priorities. Accordingly, the accumulated outcomes will point the way forward: a way to view heritage from a nuanced and pluralistic perspective.

⟐ Conclusion

The importance of understanding heritage interpretation and presentation and reaching a general definition cannot be overemphasized. This is because heritage interpretation and presentation support the fundamental act of understanding heritage and sharing it with others. Although only a preliminary investigation, the survey indicated the respondents' generally positive reactions to the new definition drawn up by WHIPIC, as well as technical advice on how to transform future studies into a comprehensive dataset that could benefit the subject. Over time, future data acquisition and analyses can be expected to support WHIPIC's role as a think tank for promoting heritage interpretation and presentation at heritage places. Therefore, in-depth research and comparative analysis should be continued. Until there is a general consensus on the definition, there will be further considerations for heritage interpretation and presentation depending on the type, background, aspect and historical setting of each heritage place. This research project has been the first ripple, which, hopefully, will create waves of concepts that soak into the heritage sector, contributing to better, more inclusive delivery of heritage.

V

Conference

Sharing what we have and where we are heading

V

Conference
Sharing what we have and where we are heading

◆ About the conference

As part of the 2022 World Heritage Interpretation Presentation Forum organized by WHIPIC, the conference aimed to share recent research outcomes and to identify future directions for establishing principles and guidelines for heritage interpretation and presentation. Four speakers presented aspects of how this research project had been conducted over the previous seven-month period. After that, four discussion panellists gave keynote speeches with considerations for future projects, including establishing principles and guidelines.

The conference was held on 16 November 2022, in Seoul, the Republic of Korea, both in person and live streamed on YouTube.

⟡ 1. Introduction

- **Title**: 'Theoretical Research on Heritage Interpretation and Presentation: Concepts and Challenges'
- **Date**: 16 November 2022
- **Place**: Seoul, Republic of Korea / YouTube Live Streaming
- **Audience number**: Approx. 100 people (in person), 10,000 views (YouTube)

List of Presentations and Keynote Speeches

Presentation - Sharing Research Outcome	
1. Re-defining the Concepts and Terminologies of Interpretation and Presentation of World Heritages	Prof. Youngjae Kim (Korea National University of Cultural Heritage)
2. Working Group on Theoretical Research on Heritage Interpretation Concepts and Definitions	Prof. Trinidad Rico (University of Southern California)
3. World Heritage Presentation: Sharing Value through Communication between Heritage and People	Mr. Namwoong Kim (UNESCO WHIPIC)
4. Survey: Aims and Relationship of Heritage Interpretation and Presentation	Ms. Anji Kim (UNESCO WHIPIC)

Discussion - Establishing Future Agenda	
1. Establishing Governance for Improving Concepts and Definitions	Dr. Leticia Leitao (Independent Consultant)
2. Another Perspectives: Difference of Interpretation and Heritage Interpretation	Prof. Manuel Gandara (National School of Conservation, Restoration, Museography, Mexico)
3. Heritage Interpretation and Presentation to Reflect Different Stories	Prof. Mario Santana Quintero (Secretary General of ICOMOS)
4. The Challenges for Principle and Guideline Setup of Heritage Interpretation and Presentation	Ms. Sojeong Kang (UNESCO WHIPIC)

◂▸ 2. Presentation session: sharing research outcomes

1 Re-defining the Concepts and Terminologies of Interpretation and Presentation of World Heritages

Prof. Youngjae Kim(Korea National University of Cultural Heritage)

Introduction

- This study explored multidisciplinary and hermeneutical concepts of heritage interpretation. It showed that focus is gradually shifting from communicating with the public, to understanding and identifying the multiple meanings and values of heritage places.

- The findings showed two approaches to understanding heritage places: an educational philosophy originating in the USA and hermeneutical approaches from Europe.

- Drawing on these two different traditions of heritage interpretation, this paper explained agonistic heritage interpretation, which supports free debate and alienated voices, borrowing the concept of hegemony and inclusive heritage interpretation, and deriving a common meaning through discussion and consensus building.

Changing concepts of heritage interpretation and presentation

1) Cognitive and psychological perspectives

- The most popular and frequently-mentioned definition of heritage interpretation is the one suggested by Tilden (1957), who was key in establishing interpretation in the heritage sector. Based on a review of earlier literature, it was found that his understanding of heritage interpretation drew on educational, cognitive and psychological perspectives derived from Dewey, Rousseau and Locke, dating back to the 17th–20th centuries.[1]

- Heritage interpretation encompasses the concept of interpretation of more recent heritage from an educational and modern perspective.

2) Hermeneutical perspectives

- In contrast, hermeneutical approaches are derived from European philosophy and can be considered from a methodological and philosophical perspective.

- This perspective focuses on understanding the meanings and values of heritage places.

3) Emergence of the Ename Charter and conceptual changes

- In 2000, the Ename Centre for Public Archaeology and Heritage Presentation was established, which became part of the ICOMOS International Scientific Committee on Interpretation and Presentation of Cultural Heritage Sites. Subsequently, in 2008, ICOMOS ratified the Charter for

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1 See: << The common roots of environmental education and interpretation (Cable&Cadden, 2006)>>

the Interpretation and Presentation of Cultural Heritage Sites (Ename Charter).

- The Ename Charter emphasises communication with the public in the context of preserving cultural heritage, not from the perspective of heritage interpretation. It encourages the active participation of communities and the collection of diverse values of all stakeholder groups through inclusive heritage interpretation.

4) Contemporary understanding of heritage interpretation has evolved

- Current understanding of heritage interpretation goes beyond the traditional point of view of it being an educational activity, and it is now regarded as part of the heritage process.

- Heritage interpretation in the past focused on the 'discovery' of heritage places and 'when and how they were formed and discovered.' Whereas 'heritage as a process' focuses on who is involved in the process of heritage formation and why.

- Heritage interpretation and presentation now go beyond mere scientific evidence and respect individual thinking and judgement with regards to heritage and the values assigned to it.

Agonistic heritage interpretation and inclusive heritage interpretation

- Agonistic heritage interpretation has helped overcome the inability to solve conflicting interpretations. It provides a public space for free debate and setting rules, so there are no alienated voices, a key concern in heritage interpretation. By borrowing from the concept of hegemony, it has been concluded that there cannot be a single agreed-upon conclusion in heritage interpretation and it needs to be acknowledged that the present hegemony dominates interpretation.

- Conversely, in inclusive heritage interpretation, consensus can be drawn. When there are conflicting heritage interpretations of various interests, inclusive heritage interpretation seeks to derive a common meaning through discussion and consensus building, and demonstrate the possibility of resolving disputes. However, heritage interpretation from this perspective presupposes concessions in the process of finding agreement, which may erase contrasting heritage interpretations.

Conclusions

- Various researchers and institutions have attempted to define terminology related to heritage interpretation and presentation. However, consensus has not yet been reached. In particular, the concept of interpretation tends to have multiple meanings. As the perspective of interpretation gradually diversifies, its purpose and use also evolve. The terms that should be first discussed are the clear definition and division of interpretation-related terms, such as interpretation and hermeneutics, and explanatory terms, such as presentation, explanation and description.

- This research has shown the range of definitions by extracting some of these terms and charting different definitions. These studies are expected to be supplemented in the future through follow-up research.

2 Working Group on Theoretical Research on Heritage Interpretation Concepts and Definitions

Prof. Trinidad Rico(University of Southern California)

Introduction

- The 2008 Ename Charter is a legacy from the past. It emphasised the role of public communication and education in heritage preservation but described communication as 'dissemination,' 'popularisation,' 'presentation' and 'interpretation,' although these are terms that are very distinct in intent and process from the ideas of consultation and negotiation.

- It is now recognised that stakeholders and stewards must participate in processes of heritage interpretation and presentation. However, this is challenging because local communities can become disconnected, partly or in full, from the process of participation and multiple - and sometimes conflicting - interpretations are common at heritage places.

Discussion 1

1) Cognitive and psychological perspectives

- The first meeting was a chance to align ethical and practical concerns for revising and expanding definitions of heritage interpretation and presentation.

- The new definition is innovative, while also connecting to past definitions by ICOMOS and UNESCO, so it can be better utilised by Member States and heritage specialists.

- Definitions need to serve different audiences and maintain accessible language so that they can be used by academics, practitioners, and public alike.

- It is helpful to start by considering the use of the final result, to ensure the definitions and their uses match the expected end-users and realistic contexts of operation.

Discussion 2

- There is a need to question how 'expertise' is conceptualised between 'disciplinary experts' and what some call 'non-experts.'

- There is a need to question whether heritage values can be considered to be objective or if it has a subjective, experiential and conceptual quality.

- Heritage interpretation affects all stages of discovery, analysis, and communication in the management of heritage values.
- Heritage interpretation is not simply an exercise, but rather a staging ground where different viewpoints and aspirations can coexist and learn from each other.

Conclusions

- There is overwhelming responsibility to move forward in fruitful directions by forging a modern definition for heritage interpretation which will stand the test of time.
- It is necessary to recognise the impreciseness and rigidness of language and at the same time, the fluidity of 'heritage.'

3 World Heritage Presentation: Sharing Value through Communication between Heritage and People

Mr. Namwoong Kim(UNESCO WHIPIC)

The interrelationship between 'interpretation' and 'presentation' and their roles

- Presentation is not simply an activity which provides information and education; it involves 'communication' to connect heritage and people.
- Distinguishing between heritage interpretation and presentation should not lead to the two concepts being conceived as separate processes of certain activities, as both aim to contribute to the conservation and proper use of heritage together.
- The role of presentation is to use technical means to share diverse heritage values with people within an integrated process of interpretation.

Presenting World Heritage

- Based on the World Heritage Convention and 2008 Ename Charter, the two concepts are interconnected with each other.
- World Heritage presentation should be regarded as one component of a closely interconnected structure that ultimately aims to support the conservation and protection of World Heritage.

Implications from interviews with stakeholders

- Both OUV and other heritage values should be taken into consideration in the presentation of World Heritage properties.

- General opinion recognises the difference between policy and practice by changes in the presentation taking place at heritage places.
- There is a need to increase the participation of the private sector in heritage presentation.
- Heritage presentation should respect diverse heritage values.

How World Heritage presentation should be implemented

- It is agreed that an environment in which all stakeholders can continuously engage with heritage, through the effective presentation of heritage places, should be fostered.
- Such efforts should be in line with the development of heritage practitioners' capacities, technology, and the enhancement of peoples' rights and potential.
- There is a need for a solid foundation on which to carry out effective presentation, which is informed by dialogue between various stakeholders about how to work in both principle and practice.

4 Survey: Aims and Relationship of Heritage Interpretation and Presentation

Ms. Anji Kim(UNESCO WHIPIC)

Background and goals

- The research project aimed to draw up a new definition of heritage interpretation and presentation.
- As part of that research, a survey was carried out to gain opinions on the research outcomes, reaching a general consensus.
- This also served to gain foundational information for identifying future directions for activities related to heritage interpretation and presentation.

Result and analysis

- The survey included descriptive questions asking about the 1) need for, 2) definition of and 3) principles for heritage interpretation and presentation.
- Descriptive responses were analysed using 1) word clouds, 2) frequency tables, 3) semantic networks, 4) text summarization algorithms and 5) text similarity analysis and evaluations. Instead, 1) frequency tables and 2) correlation analysis were applied to the answers to multiple-scale questions.

- The answers from respondents could be summarized as: 'Heritage interpretation is the act of understanding the significance of the heritage,' and 'I see interpretation as the way to present heritage to the public.'

- This led to a comprehensive extraction of terms which showed that respondents understood heritage interpretation as 'explaining,' and heritage presentation as 'showing.'

- Text-summarization was applied to the suggestions for the principles of heritage interpretation, and were merged to create the following overarching principle: 'Creating objective narratives that reflect the inclusion of all levels of society and diverse communities.'

- A 5-point Likert scale question was applied to the two paragraphs defining heritage interpretation, which had been drawn up on the basis of WHIPIC research and working group discussions.

- In general, all responses were situated at the 'agree' end of the scale, with very few respondents expressing disagreement.

Conclusions

- There is general agreement that heritage interpretation is a connecting process and presentation is one means of interpretating heritage and its values.

- This survey was significant because it was a starting point in accumulating basic data on heritage interpretation and presentation.

◆ 3. Discussion session: establishing future agendas

1 Establishing Governance for Improving Concepts and Definitions

Dr. Leticia Leitao(Independent Consultant)

How to use the newly drafted definition within the World Heritage system

- Heritage interpretation and presentation need to include consideration of the full range of heritage values of a World Heritage property, not just OUV but also community-held values.
- There needs to be greater awareness that the full range of heritage values of a property is not always well known or well documented.
- There is a need to develop guidelines on how to undertake value assessments in heritage interpretation and presentation as an initial step at heritage places.

How to improve new definition and concepts in terms of World Heritage governance

- There is a need to respect the rights of all relevant actors, including local communities and Indigenous people, including recognition of their values for their heritage places.
- Diverse types of knowledge systems need to be used in meaning-making processes and they need to be included in a balanced way.
- The participation of all relevant actors is necessary in decision making, with ethical and participatory approaches on what is interpreted and how it is interpreted.
- 'People beyond heritage' should be considered as relevant actors so that they can communicate the significance of World Heritage properties, as well as the importance of protecting them, and they can promote a deeper connection with heritage places.

2 Another Perspectives: Difference of Interpretation and Heritage Interpretation

Prof. Manuel Gandara(National School of Conservation, Restoration, Museography, Mexico)

Different understandings of the term 'heritage interpretation'

1) Heritage interpretation as a form of inference.

- There is a process of recognizing values from data obtained from heritage places.

- Hermeneutical archaeologists speak of 'reading the meaning' and 'interpreting' artefactual text-analogues (Hodder 2004).

2) Heritage interpretation as 'value assessments' by experts.

- Values of heritage places are assessed, in the case of World Heritage properties this is the OUV, and this is carried out by heritage experts.

3) Heritage interpretation as 'communication of values' by heritage interpreters.

- This overlaps with the understanding of 'heritage presentation' that is used by some experts and WHIPIC.
- Those who actually practice heritage interpretation call their activities 'heritage interpretation,' rather than presentation (e.g., National Association for Interpretation).

Interpretation vs heritage interpretation

- There is a need to distinguish the differences between these two concepts.
- Hermeneutical interpretation may risk an equivocation of concepts.
- Heritage interpretation as defined by WHIPIC should be 'heritage interpretation' with a clear focus on the 'heritage.'

3 Heritage Interpretation and Presentation to Reflect Different Stories

Prof. Mario Santana Quintero(Secretary General of ICOMOS)

Heritage under siege

- Heritage faces many complex factors, such as abandonment, climate change, development, visitor pressure, neglect, disasters and armed conflict.
- Heritage interpretation and presentation approaches should reflect different stories to promote cultural pluralism, encourage inclusion and overcome inequalities.
- 'Different stories' are where economic disproportions, social differences, racism, conflict and political injustices regularly occur.

Benefits and challenges of using technology(quoted from Mondiacult + 40 Conference declaration)

- 'The power of culture to renew and broaden bilateral and multilateral cooperation, promote multilingualism and a culture of peace, and enable dialogue and solidarity within and between countries.'

- There are benefits to digital technology which provides 'access to cultural goods and services.'
- There is a need to challenge the 'imbalance of flows of cultural goods and services, and the impoverishment of cultural and linguistic diversity online, linked to artificial intelligence systems and the insufficient regulation of algorithms.'

New opportunities for heritage interpretation and presentation

- It is possible to present multiple narratives from diverse voices in interpretation and presentation strategies.
- It is useful to interpret the multiple tangible and intangible attributes of heritage, and this can also bring positive socio-economic benefits.
- Engaging with the community allows greater understanding and inclusion of their cultural approaches, and can promote well-being.
- Digital technologies are a robust means of preserving cultures and presenting cultural diversity to the global community, while providing access to previously unknown resources in order to recover intangible heritage that has been thought lost.

Heritage interpretation and presentation to raise people's awareness

- Heritage interpretation and presentation should raise awareness not just about heritage values but also about the situations that heritage faces.
- Heritage interpretation can raise awareness of the impact of climate change, conflict, environmental loss, and potential future biohazards affecting fragile heritage places.
- Engagement with all levels of education can encourage innovative culture-based development and provide long-term protection for cultural places and practices, as education promotes a sense of ownership, which leads to caring about heritage.

Research background and initial concept

- WHIPIC wanted to explore the current understanding of the terms 'heritage interpretation' and 'heritage presentation.'

- The intention was to develop those terminologies by reflecting newly developed perspectives on the role of heritage.

- The research project aimed to gather opinions, suggestions, and requirements, both within and outside of WHIPIC, in order to clarify and remove confusion around the two terms.

Use of the new definition

- The new definition drawn up by WHIPIC should contribute to clarifying the differences between heritage interpretation and presentation.

- At the same time, the definition should explain why heritage interpretation and presentation are needed and why it is important to make heritage values 'understandable.'

- It should be possible for the definition to be used by all heritage stakeholders, including communities, State Parties, policy makers, site managers and other heritage specialists, to help them understand why heritage interpretation should be used at their heritage places.

Development over time

- Just as the concept of heritage has developed over time, so too have the terms heritage interpretation and presentation.

- Establishing governance mechanisms and a new framework for revising definitions can provide chances to revisit the term and how the definition can be developed.

Demand for ethical approaches

- Heritage interpretation and presentation reflect different perspectives and viewpoints about heritage values, which may lead to conflict.

- Decision-making for heritage interpretation and presentation which is based on mutual understanding among different stakeholder groups can help to resolve conflictual situations.

- Ethical approaches should be developed to inform decision-making, encourage dialogue and foster appropriate attitudes towards heritage interpretation and presentation.

⟨⟩ 4. Conclusions and future challenges

As part of the 2022 World Heritage Interpretation Presentation Forum, the session on 'Theoretical Research on Heritage Interpretation and Presentation: Concepts and Challenges' became an opportunity not only to share WHIPIC's research outcomes but also to encourage a broader understanding of heritage interpretation and presentation, with the integration of ideas suggested by participants. The presentations were part of ongoing discussion of heritage interpretation, and the role of heritage presentation as a technical means to share heritage values within the integrated process of interpretation. This also complemented the general understanding and awareness of heritage interpretation and presentation that had been gained through the survey.

During the discussion session, the panellists highlighted challenges and key themes for establishing principles and guidelines, including the consideration of governance, exploring concepts of heritage interpretation in-depth, using digital technology, and the need for ethical approaches. It is vital to understand that these challenges and our future research agendas will support heritage values, both OUV and other heritage values, by reflecting the views of diverse communities and respecting heritage actors and their rights regarding heritage places. Therefore, the next steps in this research project will be to tackle the issues raised, while establishing principles for heritage communities and guidelines for heritage places.

VI

Conclusion and Future Plans

VI

Conclusion and Future Plans

This research aims to suggest a new definition and concept of heritage interpretation and presentation to contribute to World Heritage properties, with reflection on the modern understanding of heritage. This study sought to establish a theoretical basis for heritage interpretation and presentation, a newly arising area of research, in order to indicate future directions for heritage interpretation and presentation and World Heritage. Ultimately, it will be led to establish a governance system and framework for a new definition of heritage interpretation and presentation for World Heritage.

This research consists of four parts; literature review, working group, international survey, and conference.
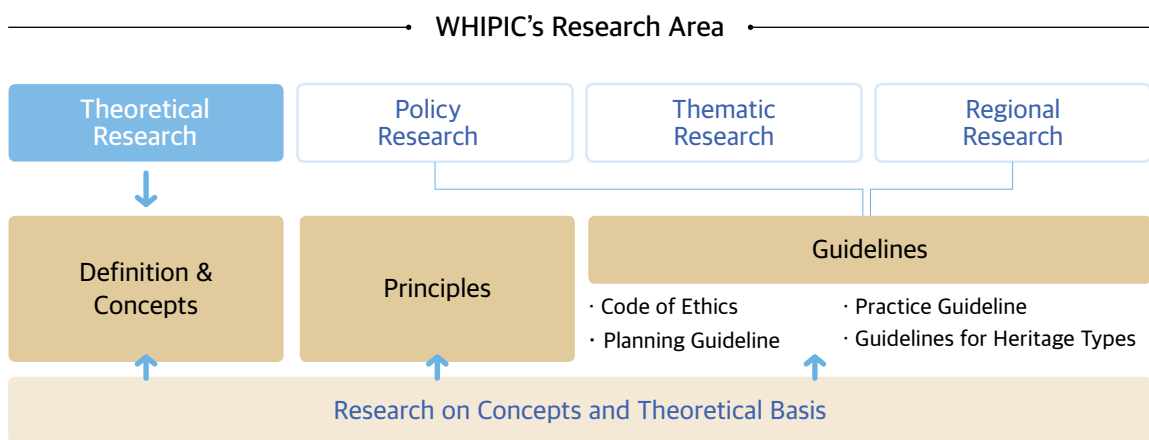
The literature review is committed to exploring the modern understanding of heritage interpretation and presentation whilst providing a foundation to develop a new definition. Therefore, it explains how the interpretation concept has been adopted in the heritage sector, focusing on its definition. Since the 2008 ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites, there have been international movements to apply the definitions and principles of heritage interpretation and presentation. The main contents for developing a definition were derived through analysis of the current definition of heritage interpretation. There is a need for revisited definitions because the role of heritage and the functions and impacts of heritage interpretation and presentation have become more diverse.

Working group meetings were operated to discuss important issues on heritage interpretation and presentations with heritage specialists who have diverse backgrounds and experiences. Through four meetings, the working group members shared divergent understandings of heritage interpretation and presentation. The members contributed to drawing out important keywords that need to be included in the definition. With consideration of these keywords, the members agreed that the heritage interpretation concept is closely connected to the overall process of heritage conservation and management. Finally, a draft definition of "heritage interpretation" was suggested, reflecting the conceptual ideas from the working group discussions.

Not just developing the draft definition sentence, the working group meetings were chances to explore how they understand heritage interpretation and interpretation. It also suggested practical challenges on what should be considered and discussed for the uses of the new definition in practice and its contribution to the heritage world.

Following the working group, the **international survey** was conducted to investigate the understanding of heritage interpretation and presentation of the wider heritage field based on text analysis of responses. It also suggested a draft sentence of heritage interpretation developed by the working group and examined how heritage specialists agreed to the definition. The survey result serves as fundamental analytical data for further research to acknowledge a gap in responses on understanding heritage interpretation and presentation.

The conference was a platform to share the research outcome and suggest future challenges in the long-term aspects of heritage interpretation and presentation focusing on the definitions and concepts. The panellists emphasised that it is essential to consider establishing governance for implementing and developing definitions; consider digital technology; interpret concepts focusing on 'heritage'; develop ethical approaches and a code of ethics.

WHIPIC's Research Area

Theoretical Research	Policy Research	Thematic Research	Regional Research

Definition & Concepts	Principles	Guidelines
		· Code of Ethics · Practice Guideline
		· Planning Guideline · Guidelines for Heritage Types

Research on Concepts and Theoretical Basis

WHIPIC's research area is divided into four areas: theoretical, policy, thematic, and regional. This research has been conducted as theoretical research. Theoretical research covers research areas to study fundamental bases and theories regarding heritage interpretation and presentation in mid and long-term periods. It includes concepts and approaches to heritage interpretation and presentation, terminologies and definitions, and principles to practice heritage interpretation and presentation. It is followed by establishing various guidelines to implement heritage interpretation and presentation, with reflection on policy, thematic, and regional research outcomes.

In the following year, this 'definition and concepts' research will be led to extended research to fulfil the long-term plans. Before principle research, it is planned to deal with the "heritage presentation" definition, goal and impact of heritage interpretation and presentation as well as discourses on "with whom we interpret and present heritage". Especially, relevant concepts for heritage presentation will be discussed in association with digital heritage and museum aspects. It will also be a chance to consider practical methodology and systems for using the terminologies and implementation in reality.

Along with the long-term plan for theoretical research, WHIPIC is planning to form an academic network with heritage specialists all around the world for heritage interpretation and presentation as an interdisciplinary research area. Also, it will contribute to supporting researchers in heritage interpretation and presentation to find a way of adopting them in World Heritage.

This research originated as being dedicated to resolving issues in the World heritage field. It was a fundamental research project as there are few studies on heritage interpretation and presentation focusing on World Heritage. Nevertheless, this research extends its subject to a general heritage scope because the complexity and diversity of World Heritage can be found in all heritage types. WHIPIC will continue their activities for World Heritage and to achieve UNESCO's strategic agendas and goals for the international world.

LIST OF PARTICIPANTS

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Literature Review	LEE, Sujeong	UNESCO WHIPIC
	KANG, Sojeong	UNESCO WHIPIC
	KIM, Youngjae	Korea National University of Cultural Heritage
	KIM, Byeongwan	Korea National University of Cultural Heritage
Working Group	Dominique Bouchard	English Heritage
	Steve Brown	University of Canberra
	Neel Kamal Chapagain	Ahmedabad University
	Sarah Court	Independent Heritage Specialist
	Manuel Gándara Vázquez	Escuela Nacional de Conservación, Restauración y Museografía
	Sue Hodges	ICOMOS ICIP
	Eugene Jo	ICCROM
	Navin Piplani	Sushant University
	Trinidad Rico	University of Southern California
	Mario Santana Quintero	Carleton University
	Neil Silberman	University of Massachusetts Amherst
	William Stewart Logan	Deakin University
International Survey	KIM, Anji	UNESCO WHIPIC
	Gallup Korea	
Conference	Leticia Leitao	Independent Heritage Specialist
	KIM, Namwoong	UNESCO WHIPIC