Toward International Principles in Heritage Interpretation: Ideological Impo-
position or Tools for Intercultural Communication?

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Abstract
Interpretation of the meaning of cultural heritage sites is a central component of public
participation in historical reflection and collective memory. It is also inherently important
to the conservation process and plays an important role in promoting resource steward-
ship. Agencies and institutions in Australia, North America, and Europe have promulgated
standards and policies that are aimed at facilitating social, conservation, and stewardship
principles. Other initiatives, such as the National Association for Interpretation’s interna-
tional, multiagency "Definitions Project," are bringing together public and private sources
in a collaborative discussion leading to the development of a common vocabulary and fu-
ture collaborative projects. The Council of Europe’s Faro Charter underlines the impor-
tance of wide public involvement in the interpretation process. The draft ICOMOS Ename
Charter on Interpretation and Presentation of Cultural Heritage Sites outlines proposed
international definitions and principles that seek to establish the importance of interpreta-
tion and presentation as essential tools to facilitate understanding and appreciation of the
significance and range of meanings of cultural heritage sites, while fostering public aware-
ness of the need for their protection and conservation. This session will examine the contri-
butions of these and other initiatives to international efforts for establishing standards for
interpretation and presentation that transcend national and cultural boundaries. It will ex-
amine the practicality and application of key concepts and principles such as Authenticity
and Inclusiveness in heritage management and interpretation.

Papers

Cultural Heritage Specialist Guide Training and Certification Programme: A UNESCO-
ICCROM Asian Academy for Heritage Management initiative to establish interpretation
and presentation standards at World Heritage Sites
Sharif Imon, Lynne DiStefano

Defining Best Practice for Public Archaeology in Canada
Joanne Lea

Heritage and Identity: Aesthetic Resources of Multicultural Communication
Natalia Levina, Vladimir Ionesov

Interpreting Stonehenge for the public
Emma Carver

Notes from New Guinea or the boots of Choquehuanca: museums, representations of the
otherness, power and intercultural... dialogue?
Julieta Elizaga

The Ename Draft Charter in the Context of Icomos Technical Documents
Alberto Martorell-Carreño
The Faro Framework Convention on the Value of Heritage for Society: instilling a shared sense of responsibility for a diverse European heritage  
Sarah Wolferstan, Daniel Therond

The ICOMOS Charter on Interpretation and Presentation of Cultural Heritage Sites: A Vehicle for Intercultural Communication  
John Jameson

Understanding Indigenous Peoples’ Resistance to Commemoration of Sites of Conscience  
Larry Zimmerman

Who wants to know? Audiences, Participants, Identity and Significance: an Isle of Man perspective  
Andrew Foxon, Harold Mytum