

Annex 2

Questionnaire Analysis

1. General Information

The questionnaire was prepared as an online webpage on the basis of a questionnaire created by the World Heritage Center, Europe and North America Unit. It aims to collect information to determine the existing providers of capacity building in the region, such as university training programmes, non-UNESCO related training institutions, NGOs, UNESCO chairs, etc. and to acquire additional information on necessary training needs as well as audience in the region. It will help to make use of available resources more efficiently through giving priority to urgent training audience/needs and avoiding the duplication of activities. Through the participatory approach, it is also expected to enhance the participation and cooperation of various stakeholders in the region.

The questionnaire is composed of six sections: general information, profiles and existing capacities, priorities, cooperation, funding and conclusion. It was disseminated mainly through three channels: the focal points of the Periodic Reporting Exercises for Asia-Pacific region, Asia Academy of Heritage Management (AAHM, Macau), and the networks of WHITRAP. It was sent out first on 15th July 2012 and responses were expected by 15th September 2012. In between, three reminders were sent out to request the participation to this online questionnaire. As a result, 32 valid responses were received from the Asia-Pacific region. In addition, 3 responses were received from two category II centers: Nordic World Heritage Foundation and International Training and Research on the Economics of Culture and World Heritage in Turin, and from an independent consultant from Bolivia. They are not included in the analysis but used as references. The distribution of responses from state parties is listed below.

Sub-regions	No. of Responses
West and Central Asia	1
Kazakhstan	
South Asia	11
Bhutan (2), India (5), Nepal (1), Pakistan (2), Sri Lanka (1)	
North-East Asia	9
China (6), Japan (2), Republic of Korea (1)	
South-East Asia	8
Philippines (2), Thailand (3), Cambodia (1), Singapore (1), Indonesia (1)	
The Pacific	3
Australia (1), New Zealand (1), Solomon Islands (1)	

No. of Responses from State Parties

Among the responses, there were 10 from governmental agencies (31%), 6 from Heritage properties (19%), 16 from universities, research institutes and NGOs devoted to research and conservation of heritage properties (50%).

2. Existing Capacity and Potential Audience

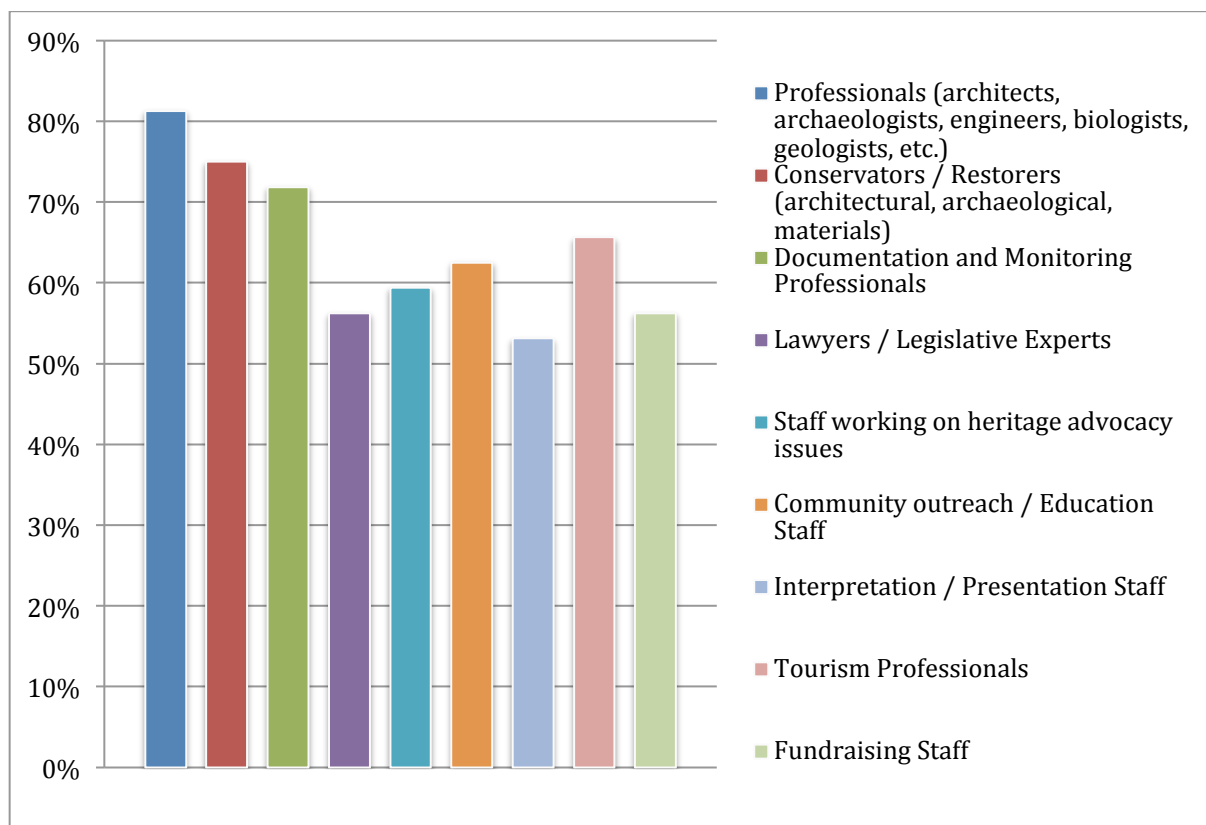


Chart 1: Q2.2 at national level, whose capacity need to be reinforced

As Chart 1 shows, in general, the capacity of all mentioned type of professionals need to be improved (over 50%). In particular, technical professionals including architects, archaeologists, engineers, biologists, geologists, conservators/restorers (architectural, archaeological, materials), documentation and monitoring professionals are among the highest demands for capacity building, followed by tourism professionals and community outreach/education staff. State parties also mentioned that contractors and artisans/craftsman who undertake conservation work at sites (India), heritage property owners as to private owned properties (Singapore), and policy makers (Nepal) shall also be taken into consideration for future capacity building programs. It is worth noting that in some state parties, there is a frequent turnover of personnel at national level. Therefore, knowledge transfer and on-job training are essential.

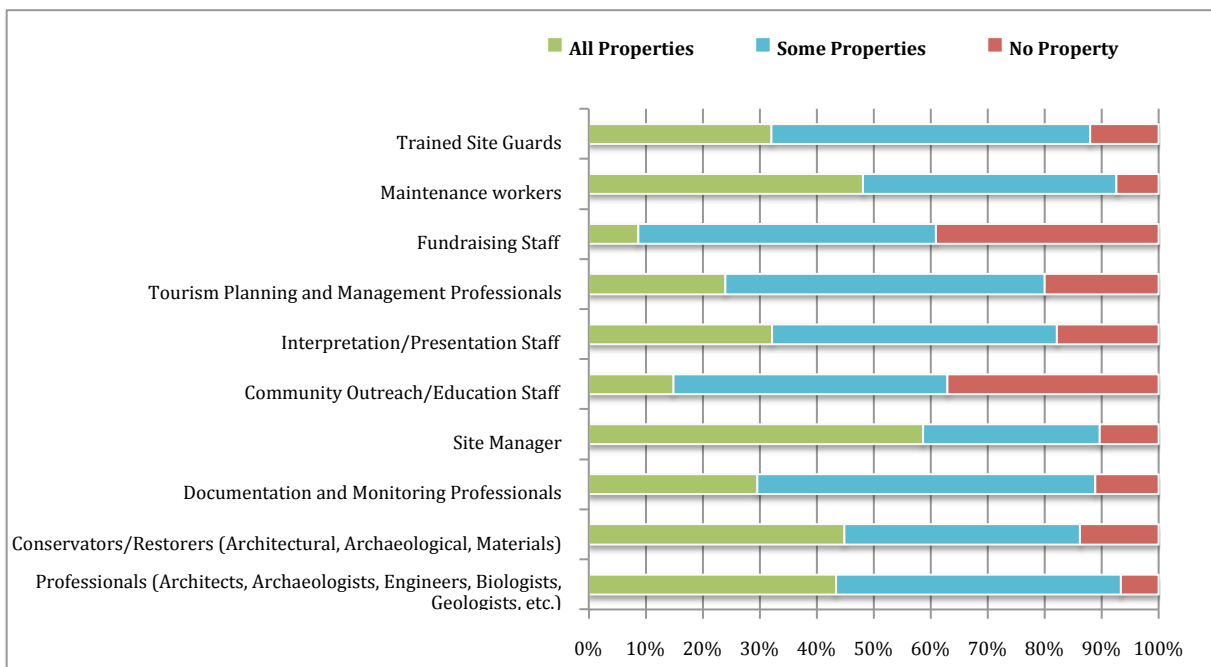


Chart 2: Q2.3 At site level, what is the existing capacity

Chart 2 above shows the current capacity of professionals at site level. Site managers, maintenance workers and technical professionals are the most available human resource on sites. Fundraising and community outreach/education staff are the least available on sites. From additional comments, it was noted that some professionals were not available on sites, but reachable at national level upon request (like New Zealand). But there are also state parties, which really lack qualified and experienced professionals at both

national and site levels, such as Bhutan. The coordination of professionals at different levels is very important, and therefore capacity building programs shall bring them together. The responses also indicated that the qualification of professionals on sites was not always satisfactory according to the technical requirement of World Heritage conservation. For instance, site managers may not acquire the knowledge of value-based management, so that the OUVs of the properties might be compromised in a long run.

In Q2.4, issues related to the relationship between national and local sectors in the process of conservation and management were explored. In most state parties, conservation activities are relying on public sectors, in the way that financial resources and guidance are provided by national or local authorities. Only in Bhutan and Singapore, people who living in the sites and private house-owners are involved in the decision-making process. Some private sectors are involved in advocacy programs. And it is worth noting that most on-site activities and technical missions are carried out by private contractors upon request. Although they play an important role in the conservation of heritage sites, they are not much involved in capacity building programs. The coordination between public and private sectors needs to be enhanced, in particular regarding to the quality control and commission procedure. In the Philippines, the private sector is engaged in monitoring, which serves as a balancing force to national/local authorities.

The involvement of local communities is analyzed in Q2.5. In general, the involvement of local communities in conservation is rather limited, except for Bhutan, where sites are managed by the committees living on sites. Local communities in Bhutan are fully engaged in the decision-making, management and benefit sharing of heritage properties. In most state parties, the involvement of local community is not institutionalized, but rather on a volunteer basis and mainly in daily maintenance work. In relation to the capacity building priorities, public awareness is widely acknowledged, followed by community empowerment. Community empowerment is highlighted to allow local residents to participate in management, maintenance and monitoring, and to equip them with entrepreneurship abilities to be able to actively engage in the development and benefit sharing of heritage properties. The improvement of local livelihood

and the engagement of local communities in economic development are well acknowledged under this question. To prepare local residents with risk preparedness skills and to monitor interventions are also mentioned in the response.

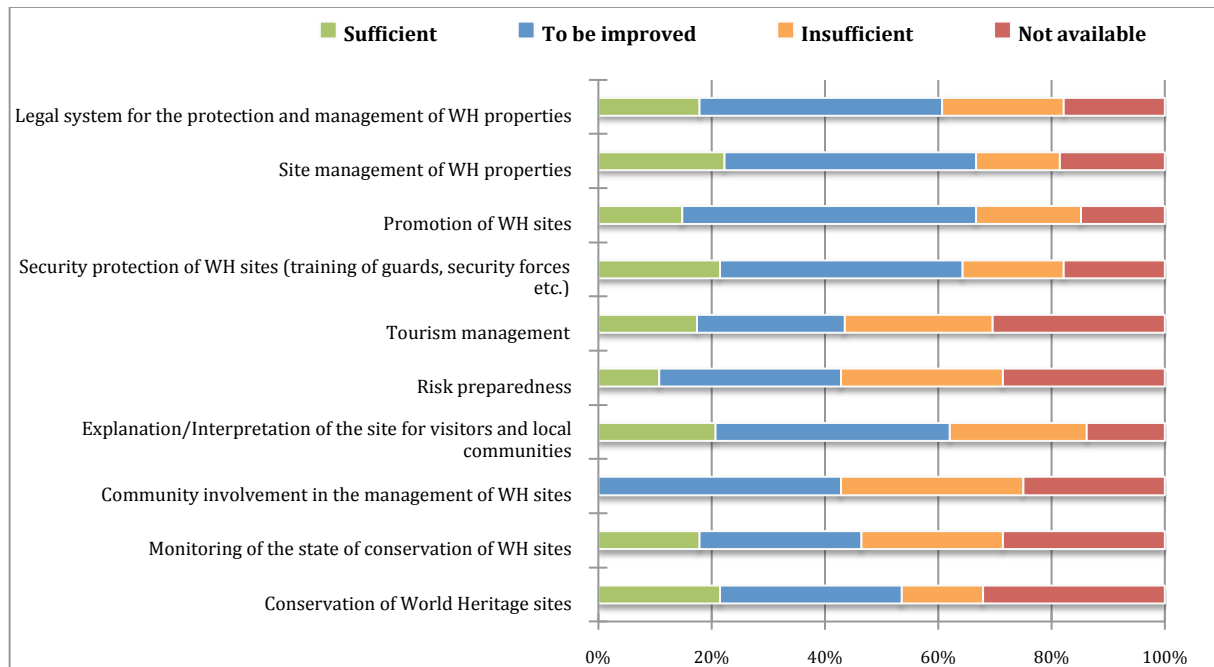


Chart 3: Q2.6 what kind of training is available

As the chart 3 above shows, training on community involvement in the management of WH is the least sufficient. More than one-third of the responses indicated that there is no training capacity in conservation, and tourism management at all, followed by monitoring and risk preparedness which are also very seldom available. More than half of the responses showed that the training is either not available or insufficient in community involvement in the management, risk preparedness, tourism management and monitoring. For every training theme listed above, it is reviewed by more than three-fourths of the responses as not sufficient. In general, there is considerable room to improve the quality and quantity of training programs. Additional topics of training raised by participants include:

- Heritage impact assessment
- Interpretation of World Heritage related concepts and procedures (such as authenticity, integrity, assessing OUV, periodic reporting etc.)

- Visitor management, sustainable development and economics of heritage
- New trends of methodology and approach in conservation
- Livelihood of communities in heritage sites
- Conservation and development of ecosystems

The questionnaire also inquired the demands on toolkits and other training materials in the region (Question 2.7). Training materials on the conservation and management plan with the involvement of local communities was the highest in demand, followed by site interpretation and promotion, and the development of monitoring systems. Tourism and visitor management as well as risk preparedness were also mentioned by almost half of the replies to this question. It is interesting to note that although these toolkits or training materials mentioned above are available at international level (available via the websites of WHC and ABs), they are still be conceived as needed. One of possible causes could be the lack of effective distribution and promotion of these materials, due to Internet or language barriers. Another possible explanation could lies on the fact that these existing toolkits/materials are not sufficient to apply in local contexts. There is a need for updated materials with complementary information in view of dynamic contexts in Asia and the Pacific. Several areas where new toolkits/training materials are demanded include:

- Heritage Impact Assessment
- Heritage economics, alternative livelihood
- Specified conservation technology, such as the application of GIS, environmental science and so on

In regard to existing capacity building providers in the region (referring to question 2.8), besides World Heritage Centre (WHC), ABs (ICCROM, ICOMOS, IUCN) and UNESCO category II centre related to World Heritage (WHITRAP), there was a long list of universities, research institutes and associations given by replies to this question. However it was noted that most existing capacity building providers focused on national training and educational programmes. Regional and sub-regional training activities were insufficient, and therefore exchanges of knowledge and experiences at regional or sub-regional level were limited. There were a few universities and institutes raised by replies, which offered regional or sub-regional training programmes in specific areas, such as Deakin University,

University of Queensland, Ritsumeikan University, Nara National Research Institute for Cultural Properties (Nara NRICP), Cultural Heritage Protection Cooperation Office of Asia-Pacific Cultural Centre for UNESCO (ACCU, Nara), Korea National Research Institute of Cultural Heritage (Republic of Korea), ASEAN-Committee for Culture and Information, Director of National Parks (DNP) and so on.

3. Priorities in Capacity Building

This section of the questionnaire tries to understand the training priorities according to different audiences as well as the overall top priorities in capacity building. It offers baseline information for potential capacity building providers to design pertinent programs in the region. For each profile, the themes of demand are arranged in line with the priority order. Besides the following profiles, government civil servants are also mentioned to strengthen their capacity building for heritage conservation.

For site managers:

- Management plan with focus on tourism/visitor management
- Heritage impact assessment, in particular related to risk preparedness
- Knowledge on conservation policy (from World Heritage Convention to national bylaws) and conservation technology

For professionals (Architects, Archaeologists, Engineers, Biologists, Geologists etc.):

- Conservation science and practical approaches, such as material, biological, geological, archaeological knowledge to execute conservation practices
- World Heritage related principles, approaches and procedures, for instance, the OUV interpretation and value-based conservation approach etc.
- Knowledge on legal and planning system, interdisciplinary research on heritage conservation and economics.

For Conservators/Restorers:

- Conservation technology and methods/approaches
- Supportive research on new conservation methods and technology
- World Heritage related guidelines and concepts (such as concepts on integrity/authenticity)

For documentation and monitoring professionals:

- Documentation approaches and methods, specially mentioned to develop relevant toolkits
- Data management and analysis systems
- Site specific monitoring indicators, in particular related to defining risks and supporting decision-making

For layers and legislative experts:

- World Heritage Convention, Operational Guidelines and relevant international laws and conservation policy
- National heritage by-laws and management procedures to be able to enforce relevant regulations
- Issues related to risk preparedness and human rights

For staff working on heritage advocacy issues:

- Site interpretation and public awareness building/promotion
- Approaches of community involvement to promote social and economic benefits sharing of heritage properties
- Skills of communication and public relation

For community outreach/education staff:

- Understanding of heritage values and site interpretation, with focus on communication and media
- The evolving World Heritage Convention and related heritage policy/guidelines
- Management and sustainable development of heritage properties, such as community involvement and eco-tourism

For interpretation and presentation staff:

- Interpretation and explanation skills, especially value-based approaches and engaging the public interests
- Understanding of heritage characteristics and values
- Promotion and communication skills, with emphasis on information sharing in different languages

For tourism professionals:

- Understanding of heritage characteristics and conservation approaches
- Site interpretation and promotion through improving the quality of visitor experience
- Tourism planning and management, in particular visitor management and benefit sharing with local communities

For fund-raising staff:

- Understanding of heritage values and site interpretation/promotion
- Knowledge of project management, economics and conflict resolution
- Ability to improve community awareness, publicity and media communication

For maintenance workers:

- Site specific repair techniques and monitoring skills in response to heritage values and corresponding attributes
- Basic conservation principles and ethics, understanding of authenticity and integrity
- Knowledge on site interpretation, risk preparedness and sustainable use of natural resources

For site guards:

- Skills on security measures and data record through inspection, patrol and routine monitoring
- Basic knowledge on heritage values and conservation measures
- Knowledge on site interpretation, visitor management and risk preparedness

The questionnaire encouraged participants to raise their needs in relation to training and capacity building. The top five overall needs are:

- Sustainable and effective site management/planning and knowledge on heritage economics to encourage site development. On-site contextual training programs are needed.
- Knowledge on the World Heritage Convention, Operational Guidelines and other international conservation guidelines and policies. Sharing experiences and best practices are encouraged.
- Tourism development and visitor management in line with community outreach to encourage benefits sharing and sustainable financing
- Skills of monitoring and risk preparedness, updated conservation techniques and measures. Accredited course are needed in the region.
- Improve the advocacy of heritage sites, interpretation of heritage values and enforcement of legal regulations through engaging new media and the public.

4. Regional cooperation situation

Section 4 of the questionnaire explored the current situation of regional cooperation in relation to heritage conservation. As noted by most responses, passive instead of proactive participation was dominating in regional capacity building, i.e. only applying for existing capacity building programs instead of drawing upon regional resources to invite or create programs to feed local needs. Cooperation is mainly taking place at either national level, or with donor State Parties/agencies, such as France, Italy, Japan and China. Regional activities are quite limited (ICCROM, WHITRAP, UNITAR, Nara NRICP, ASEAN-COCI, DNP, SPREP, SPC are the most active regional capacity building providers as mentioned in questionnaire responses); cooperative approaches for capacity building are also limited. Sending experts for technical assistance is the most frequently mentioned approach, followed by the exchange of lectures.

As reflected in the responses, UNESCO regional offices, ICCROM, IUCN, ICOMOS are considered as important resources for expert advice and program assistance. ICCROM is highly recognized for its capacity building programs in

the region. The function and activity of ICOMOS National Committees varies in different countries. Periodic Reporting Exercises is mentioned as a strong instrument for the cooperation with the WHC and other agencies in respective countries. There is in general a lack of formal cooperation at regional level in capacity building of heritage conservation. The highlighted issues in relation to regional cooperation are:

- The role and capacity of universities are underestimated, although research as an important intellectual capacity building method is stressed in the responses
- Lack of sustainable financial mechanism to support cooperative capacity building initiatives
- Regional gap analysis on Tentative List and thematic studies on heritage properties are in demand

All responses expressed strong interest in regional and national cooperation. Partnership building is essential to promote regular exchange of knowledge, experience and personnel. Workshops, thematic seminars, best practices and joint research are recommended approaches of capacity building. Site specific, short-term programs are more desirable and practical in comparison with long-term ones. The interested cooperative themes cover most modules introduced before, and in particular, heritage impact assessment, development and enforcement of legal systems and management planning as well as community outreach are highly in demand. On-site capacity building with practical skills to improve local expertise is very much needed, however rarely available.

5. Fund-raising

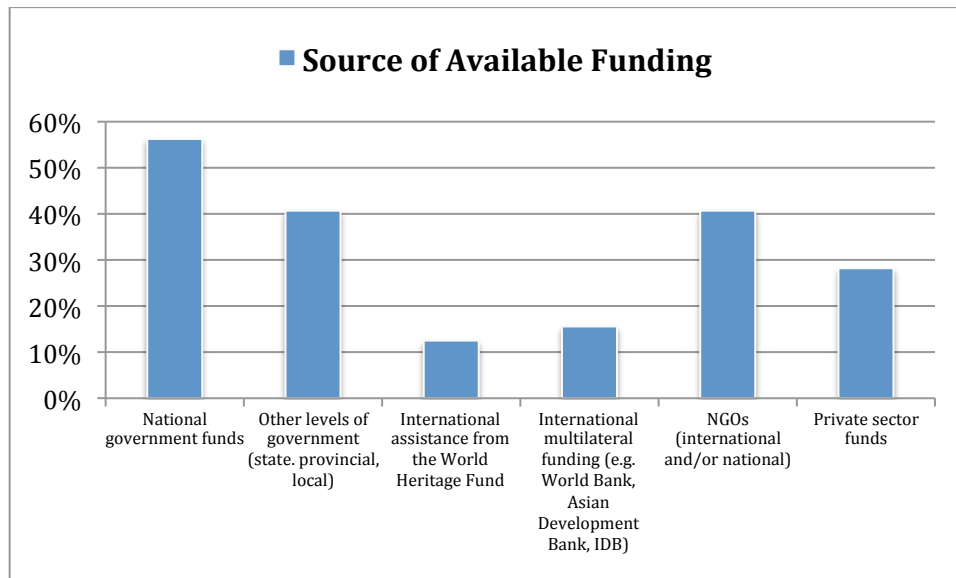


Chart 4: Q5.1 what kinds of funding source are currently used

It was noted that allocated funds from national and local government were accounted as main sources of funding in heritage conservation. NGOs and private sectors, such as banks, insurances, and real estate companies also contribute to heritage related conservation and development activities. Regarding to current fund-raising methods/techniques, a tax exemption scheme is used in Singapore to raise funds for heritage conservation. The allocation of entrance fees from tourism development is taken as major financing method at certain heritage sites. In general, there is a great need for fund-raising capacity building in the region. Public awareness and proper interpretation of heritage values are the preconditions for the long-term success of fund-raising. Funds from governments are stable, but limited; funds from NGOs and private sectors are lack of effective monitoring mechanisms to control their interventions. It was suggested that the active involvement of various stakeholders in decision-making helps fund-raising, and that sharing heritage values via commercialization and tourism development would also contribute to fund-raising.