

A. INTERNATIONAL CULTURAL TOURISM CHARTER Managing Tourism at Places of Heritage Significance

第12回 ICOMOS 総会（メキシコ、1999年採択）

INTRODUCTION

The Charter Ethos

At the broadest level, the natural and cultural heritage belongs to all people. We each have a right and responsibility to understand, appreciate and conserve its universal values.

Heritage is a broad concept and includes the natural as well as the cultural environment. It encompasses landscapes, historic places, sites and built environments, as well as bio-diversity, collections, past and continuing cultural practices, knowledge and living experiences. It records and expresses the long processes of historic development, forming the essence of diverse national, regional, indigenous and local identities and is an integral part of modern life. It is a dynamic reference point and positive instrument for growth and change. The particular heritage and collective memory of each locality or community is irreplaceable and an important foundation for development, both now and into the future.

At a time of increasing globalisation, the protection, conservation, interpretation and presentation of the heritage and cultural diversity of any particular place or region is an important challenge for people everywhere. However, management of that heritage, within a framework of internationally recognised and appropriately applied standards, is usually the responsibility of the particular community or custodian group.

A primary objective for managing heritage is to communicate its significance and need for its conservation to its host community and to visitors. Reasonable and well managed physical, intellectual and/or emotive access to heritage and cultural development is both a right and a privilege. It brings with it a duty of respect for the heritage values, interests and equity of the present-day host community, indigenous custodians or owners of historic property and for the landscapes and cultures from which that heritage evolved.

The Dynamic Interaction between Tourism and Cultural Heritage

Domestic and international tourism continues to be among the foremost vehicles for cultural exchange, providing a personal experience, not only of that which has survived from the past, but of the contemporary life and society of others. It is increasingly appreciated as a positive force for natural and cultural conservation. Tourism can capture the economic characteristics of the heritage and harness these for conservation by generating funding, educating the community and influencing policy. It is an essential part of many national and regional economies and can be an important factor in development, when managed successfully.

Tourism itself has become an increasingly complex phenomenon, with political, economic, social, cultural, educational, bio-physical, ecological and aesthetic dimensions. The achievement of a beneficial interaction between the potentially conflicting expectations and aspirations of visitors and host or local communities, presents many challenges and opportunities.

The natural and cultural heritage, diversities and living cultures are major tourism attractions. Excessive or poorly-managed tourism and tourism related development can threaten their physical nature, integrity and significant characteristics. The ecological setting, culture and lifestyles of host communities may also be degraded, along with the visitor's experience of the place. Tourism should bring benefits to host communities and provide an important means and motivation for them to care for and maintain their heritage and cultural practices. The involvement and co-operation of local and/or indigenous community representatives, conservationists, tourism operators, property owners, policy makers, those preparing national development plans and site managers is necessary to achieve a sustainable tourism industry and enhance the protection of heritage resources for future generations.

ICOMOS, the International Council on Monuments and Sites, as the author of this Charter, other international organisations and the tourism industry, are dedicated to this challenge.

Objectives of the Charter

The Objectives of the International Cultural Tourism Charter are:

- To facilitate and encourage those involved with heritage conservation and management to make the significance of that heritage accessible to the host community and visitors.
- To facilitate and encourage the tourism industry to promote and manage tourism in ways that respect and enhance the heritage and living cultures of host communities.
- To facilitate and encourage a dialogue between conservation interests and the tourism industry about the importance and fragile nature of heritage places, collections and living cultures, including the need to achieve a sustainable future for them.
- To encourage those formulating plans and policies to develop detailed, measurable goals and strategies relating to the presentation and interpretation of heritage places and cultural activities, in the context of their preservation and conservation.

In addition,

- The Charter supports wider initiatives by ICOMOS, other international bodies and the tourism industry in maintaining the integrity of heritage management and conservation.

- The Charter encourages the involvement of all those with relevant or at times conflicting interests, responsibilities and obligations to join in achieving its objectives.
- The Charter encourages the formulation of detailed guidelines by interested parties, facilitating the implementation of the Principles to their specific circumstances or the requirements of particular organisations and communities.

PRINCIPLES OF THE CULTURAL TOURISM CHARTER

Principle 1

Since domestic and international tourism is among the foremost vehicles for cultural exchange, conservation should provide responsible and well managed opportunities for members of the host community and visitors to experience and understand that community's heritage and culture at first hand.

1.1

The natural and cultural heritage is a material and spiritual resource, providing a narrative of historical development. It has an important role in modern life and should be made physically, intellectually and/or emotively accessible to the general public. Programmes for the protection and conservation of the physical attributes, intangible aspects, contemporary cultural expressions and broad context, should facilitate an understanding and appreciation of the heritage significance by the host community and the visitor, in an equitable and affordable manner.

1.2

Individual aspects of natural and cultural heritage have differing levels of significance, some with universal values, others of national, regional or local importance. Interpretation programmes should present that significance in a relevant and accessible manner to the host community and the visitor, with appropriate, stimulating and contemporary forms of education, media, technology and personal explanation of historical, environmental and cultural information.

1.3

Interpretation and presentation programmes should facilitate and encourage the high level of public awareness and support necessary for the long term survival of the natural and cultural heritage.

1.4

Interpretation programmes should present the significance of heritage places, traditions and cultural practices within the past experience and present diversities of the area and the host community, including that of minority cultural or linguistic groups. The visitor should always be informed of the differing cultural values that may be ascribed to a particular heritage resource.

Principle 2

The relationship between Heritage Places and Tourism is dynamic and may involve conflicting values. It should be managed in a sustainable way for present and future

generations.

2.1

Places of heritage significance have an intrinsic value for all people as an important basis for cultural diversity and social development. The long term protection and conservation of living cultures, heritage places, collections, their physical and ecological integrity and their environmental context, should be an essential component of social, economic, political, legislative, cultural and tourism development policies.

2.2

The interaction between heritage resources or values and tourism is dynamic and ever changing, generating both opportunities and challenges, as well as potential conflicts. Tourism projects, activities and developments should achieve positive outcomes and minimise adverse impacts on the heritage and lifestyles of the host community, while responding to the needs and aspirations of the visitor.

2.3

Conservation, interpretation and tourism development programmes should be based on a comprehensive understanding of the specific, but often complex or conflicting aspects of heritage significance of the particular place. Continuing research and consultation are important to furthering the evolving understanding and appreciation of that significance.

2.4

The retention of the authenticity of heritage places and collections is important. It is an essential element of their cultural significance, as expressed in the physical material, collected memory and intangible traditions that remain from the past. Programmes should present and interpret the authenticity of places and cultural experiences to enhance the appreciation and understanding of that cultural heritage.

2.5

Tourism development and infrastructure projects should take account of the aesthetic, social and cultural dimensions, natural and cultural landscapes, bio-diversity characteristics and the broader visual context of heritage places. Preference should be given to using local materials and take account of local architectural styles or vernacular traditions.

2.6

Before heritage places are promoted or developed for increased tourism, management plans should assess the natural and cultural values of the resource. They should then establish appropriate limits of acceptable change, particularly in relation to the impact of visitor numbers on the physical characteristics, integrity, ecology and biodiversity of the place, local access and transportation systems and the social, economic and cultural well being of the host community. If the likely level of change is unacceptable the development proposal should be modified.

2.7

There should be on-going programmes of evaluation to assess the progressive impacts of tourism activities and development on the particular place or community.

Principle 3

Conservation and Tourism Planning for Heritage Places should ensure that the Visitor Experience will be worthwhile, satisfying and enjoyable.

3.1

Conservation and tourism programmes should present high quality information to optimise the visitor's understanding of the significant heritage characteristics and of the need for their protection, enabling the visitor to enjoy the place in an appropriate manner.

3.2

Visitors should be able to experience the heritage place at their own pace, if they so choose. Specific circulation routes may be necessary to minimise impacts on the integrity and physical fabric of a place, its natural and cultural characteristics.

3.3

Respect for the sanctity of spiritual places, practices and traditions is an important consideration for site managers, visitors, policy makers, planners and tourism operators. Visitors should be encouraged to behave as welcomed guests, respecting the values and lifestyles of the host community, rejecting possible theft or illicit trade in cultural property and conducting themselves in a responsible manner which would generate a renewed welcome, should they return.

3.4

Planning for tourism activities should provide appropriate facilities for the comfort, safety and well-being of the visitor, that enhance the enjoyment of the visit but do not adversely impact on the significant features or ecological characteristics.

Principle 4

Host communities and indigenous peoples should be involved in planning for conservation and tourism.

4.1

The rights and interests of the host community, at regional and local levels, property owners and relevant indigenous peoples who may exercise traditional rights or responsibilities over their own land and its significant sites, should be respected. They should be involved in establishing goals, strategies, policies and protocols for the identification, conservation, management, presentation and interpretation of their heritage resources, cultural practices and contemporary cultural expressions, in the tourism context.

4.2

While the heritage of any specific place or region may have a universal dimension, the needs and wishes of some communities or indigenous peoples to restrict or manage physical, spiritual or intellectual access to certain cultural practices, knowledge, beliefs, activities, artefacts or sites should be respected.

Principle 5

Tourism and conservation activities should benefit the

host community.

5.1

Policy makers should promote measures for the equitable distribution of the benefits of tourism to be shared across countries or regions, improving the levels of socio-economic development and contributing where necessary to poverty alleviation.

5.2

Conservation management and tourism activities should provide equitable economic, social and cultural benefits to the men and women of the host or local community, at all levels, through education, training and the creation of full-time employment opportunities.

5.3

A significant proportion of the revenue specifically derived from tourism programmes to heritage places should be allotted to the protection, conservation and presentation of those places, including their natural and cultural contexts. Where possible, visitors should be advised of this revenue allocation.

5.4

Tourism programmes should encourage the training and employment of guides and site interpreters from the host community to enhance the skills of local people in the presentation and interpretation of their cultural values.

5.5

Heritage interpretation and education programmes among the people of the host community should encourage the involvement of local site interpreters. The programmes should promote a knowledge and respect for their heritage, encouraging the local people to take a direct interest in its care and conservation.

5.6

Conservation management and tourism programmes should include education and training opportunities for policy makers, planners, researchers, designers, architects, interpreters, conservators and tourism operators. Participants should be encouraged to understand and help resolve the at times conflicting issues, opportunities and problems encountered by their colleagues.

Principle 6

Tourism promotion programmes should protect and enhance Natural and Cultural Heritage characteristics.

6.1

Tourism promotion programmes should create realistic expectations and responsibly inform potential visitors of the specific heritage characteristics of a place or host community, thereby encouraging them to behave appropriately.

6.2

Places and collections of heritage significance should be promoted and managed in ways which protect their authenticity and enhance the visitor experience by minimising fluctuations in arrivals and avoiding excessive numbers of visitors at any one time.

6.3

Tourism promotion programmes should provide a wider distribution of benefits and relieve the pressures on more popular places by encouraging visitors to experience the wider cultural and natural heritage characteristics of the region or locality.

6.4

The promotion, distribution and sale of local crafts and other products should provide a reasonable social and economic return to the host community, while ensuring that their cultural integrity is not degraded.

B. BUDAPEST DECLARATION ON WORLD HERITAGE

第26回世界遺産委員会（ブタペスト（ハンガリー）、2002年採択）

1. We, the members of the World Heritage Committee, recognize the universality of the 1972 UNESCO World Heritage Convention and the consequent need to ensure that it applies to heritage in all its diversity, as an instrument for the sustainable development of all societies through dialogue and mutual understanding.
2. The properties on the World Heritage List are assets held in trust to pass on to generations of the future as their rightful inheritance.
3. In view of the increasing challenges to our shared heritage, we will:
 - a. **encourage** countries that have not yet joined the Convention to do so at the earliest opportunity, as well as with other related international heritage protection instruments;
 - b. **invite** States Parties to the Convention to identify and nominate cultural and natural heritage properties representing heritage in all its diversity, for inclusion on the World Heritage List;
 - c. **seek to ensure** an appropriate and equitable balance between conservation, sustainability and development, so that World Heritage properties can be protected through appropriate activities contributing to the social and economic development and the quality of life of our communities;
 - d. **join to co-operate** in the protection of heritage, recognizing that to harm such heritage is to harm, at the same time, the human spirit and the world's inheritance;
 - e. **promote** World Heritage through communication, education, research, training and public awareness strategies;
 - f. **seek to ensure** the active involvement of our local communities at all levels in the identification, protection and management of our World Heritage properties;
4. We, the World Heritage Committee, will co-operate and seek the assistance of all partners for the support of World Heritage. For this purpose, we invite all interested parties to co-operate and to promote the following objectives:
 - a. strengthen the **Credibility of the World Heritage List**, as a representative and geographically balanced testimony of cultural and natural properties of outstanding universal value;
 - b. ensure the effective **Conservation of World Heritage properties**;
 - c. promote the development of effective **Capacity-building measures**, including assistance for preparing the nomination of properties to the World Heritage List, for the understanding and implementation of the World Heritage Convention and related instruments;
 - d. increase **public awareness, involvement and support for World Heritage through communication**.
5. We will evaluate, at our 31st session in 2007, the achievements made in the pursuit of the above mentioned objectives and in support of this commitment.

Budapest, 28 June 2002

C. Council of Europe Framework Convention on the Value of Cultural Heritage for Society

EU（2005年採択）

Preamble

The member States of the Council of Europe, Signatories hereto,

Considering that one of the aims of the Council of Europe is to achieve greater unity between its members for the purpose of safeguarding and fostering the ideals and principles, founded upon respect for human rights, democracy and the rule of law,

which are their common heritage;

Recognising the need to put people and human values at the centre of an enlarged and cross-disciplinary concept of cultural heritage;

Emphasising the value and potential of cultural heritage wisely used as a resource for sustainable development and quality of life in a constantly evolving society;

Recognising that every person has a right to engage with the cultural heritage of their choice, while respecting the rights and freedoms of others, as an aspect of the right freely to participate in cultural life enshrined in the United Nations Universal Declaration of Human Rights (1948) and guaranteed by the International Covenant on Economic, Social and Cultural Rights (1966);

Convinced of the need to involve everyone in society in the ongoing process of defining and managing cultural heritage;

Convinced of the soundness of the principle of heritage policies and educational initiatives which treat all cultural heritages equitably and so promote dialogue among cultures and religions;

Referring to the various instruments of the Council of Europe, in particular the European Cultural Convention (1954), the Convention for the Protection of the Architectural Heritage of Europe (1985), the European Convention on the Protection of the Archaeological Heritage (1992, revised) and the European Landscape Convention (2000);

Convinced of the importance of creating a pan-European framework for co-operation in the dynamic process of putting these principles into effect;

Have agreed as follows:

Section I – Aims, definitions and principles

Article 1 – Aims of the Convention

The Parties to this Convention agree to:

- a recognise that rights relating to cultural heritage are inherent in the right to participate in cultural life, as defined in the Universal Declaration of Human Rights;
- b recognise individual and collective responsibility towards cultural heritage;
- c emphasise that the conservation of cultural heritage and its sustainable use have human development and quality of life as their goal;
- d take the necessary steps to apply the provisions of this Convention concerning:
 - the role of cultural heritage in the construction of a peaceful and democratic society, and in the processes of sustainable development and the promotion of cultural diversity;
 - greater synergy of competencies among all the public, institutional and private actors concerned.

Article 2 – Definitions

For the purposes of this Convention,

- a cultural heritage is a group of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge and traditions. It includes all aspects of the environment resulting from the interaction between people and places through time;
- b a heritage community consists of people who value specific aspects of cultural heritage which they wish, within the framework of public action, to sustain and transmit to future generations.

Article 3 – The common heritage of Europe

The Parties agree to promote an understanding of the common heritage of Europe, which consists of:

- a all forms of cultural heritage in Europe which together constitute a shared source of remembrance, understanding, identity, cohesion and creativity, and
- b the ideals, principles and values, derived from the experience gained through progress and past conflicts, which foster the development of a peaceful and stable society, founded on respect for human rights, democracy and the rule of law.

Article 4 – Rights and responsibilities relating to cultural heritage

The Parties recognise that:

- a everyone, alone or collectively, has the right to benefit from the cultural heritage and to contribute towards its enrichment;
- b everyone, alone or collectively, has the responsibility to respect the cultural heritage of others as much as their own heritage, and consequently the common heritage of Europe;
- c exercise of the right to cultural heritage may be subject only to those restrictions which are necessary in a democratic society for the protection of the public interest and the rights and freedoms of others.

Article 5 – Cultural heritage law and policies

The Parties undertake to:

- a recognise the public interest associated with elements of the cultural heritage in accordance with their importance to society;
- b enhance the value of the cultural heritage through its identification, study, interpretation, protection, conservation and presentation;
- c ensure, in the specific context of each Party, that legislative provisions exist for exercising the right to cultural heritage as defined in Article 4;
- d foster an economic and social climate which supports participation in cultural heritage activities;
- e promote cultural heritage protection as a central factor in the mutually supporting objectives of sustainable development, cultural diversity and contemporary creativity;
- f recognise the value of cultural heritage situated on territories under their jurisdiction, regardless of its origin;
- g formulate integrated strategies to facilitate the implementation of the provisions of this Convention.

Article 6 – Effects of the Convention

No provision of this Convention shall be interpreted so as to:

- a limit or undermine the human rights and fundamental freedoms which may be safeguarded by international instruments, in particular, the Universal Declaration of Human Rights and the Convention for the Protection of Human Rights and Fundamental Freedoms;
- b affect more favourable provisions concerning cultural heritage and environment contained in other national or international legal instruments;
- c create enforceable rights.

Section II – Contribution of cultural heritage to society and human development

Article 7 – Cultural heritage and dialogue

The Parties undertake, through the public authorities and other competent bodies, to:

- a encourage reflection on the ethics and methods of presentation of the cultural heritage, as well as respect for diversity of interpretations;
- b establish processes for conciliation to deal equitably with situations where contradictory values are placed on the same cultural heritage by different communities;
- c develop knowledge of cultural heritage as a resource to facilitate peaceful co-existence by promoting trust and mutual understanding with a view to resolution and prevention of conflicts;
- d integrate these approaches into all aspects of lifelong education and training.

Article 8 – Environment, heritage and quality of life

The Parties undertake to utilise all heritage aspects of the cultural environment to:

- a enrich the processes of economic, political, social and cultural development and land-use planning, resorting to cultural heritage impact assessments and adopting mitigation strategies where necessary;
- b promote an integrated approach to policies concerning cultural, biological, geological and landscape diversity to achieve a balance between these elements;
- c reinforce social cohesion by fostering a sense of shared responsibility towards the places in which people live;
- d promote the objective of quality in contemporary additions to the environment without endangering its cultural values.

Article 9 – Sustainable use of the cultural heritage

To sustain the cultural heritage, the Parties undertake to:

- a promote respect for the integrity of the cultural heritage by ensuring that decisions about change include an understanding of the cultural values involved;
- b define and promote principles for sustainable management, and to encourage maintenance;
- c ensure that all general technical regulations take account of the specific conservation requirements of cultural heritage;
- d promote the use of materials, techniques and skills based on tradition, and explore their potential for contemporary applications;
- e promote high-quality work through systems of professional qualifications and accreditation for individuals, businesses and institutions.

Article 10 – Cultural heritage and economic activity

In order to make full use of the potential of the cultural heritage as a factor in sustainable economic development, the Parties undertake to:

- a raise awareness and utilise the economic potential of the cultural heritage;
- b take into account the specific character and interests of the cultural heritage when devising economic policies; and
- c ensure that these policies respect the integrity of the cultural heritage without compromising its inherent values.

Section III – Shared responsibility for cultural heritage and public participation

Article 11 – The organisation of public responsibilities for cultural heritage

In the management of the cultural heritage, the Parties undertake to:

- a promote an integrated and well-informed approach by public authorities in all sectors and at all levels;
- b develop the legal, financial and professional frameworks which make possible joint action by public authorities, experts, owners, investors, businesses, non-governmental organisations and civil society;
- c develop innovative ways for public authorities to co-operate with other actors;
- d respect and encourage voluntary initiatives which complement the roles of public authorities;
- e encourage non-governmental organisations concerned with heritage conservation to act in the public interest.

Article 12 – Access to cultural heritage and democratic participation

The Parties undertake to:

- a encourage everyone to participate in:
 - the process of identification, study, interpretation, protection, conservation and presentation of the cultural heritage ;
 - public reflection and debate on the opportunities and challenges which the cultural heritage represents;
- b take into consideration the value attached by each heritage community to the cultural heritage with which it identifies;
- c recognise the role of voluntary organisations both as partners in activities and as constructive critics of cultural heritage policies;
- d take steps to improve access to the heritage, especially among young people and the disadvantaged, in order to raise awareness about its value, the need to maintain and preserve it, and the benefits which may be derived from it.

Article 13 – Cultural heritage and knowledge

The Parties undertake to:

- a facilitate the inclusion of the cultural heritage dimension at all levels of education, not necessarily as a subject of study in its own right, but as a fertile source for studies in other subjects;
- b strengthen the link between cultural heritage education and vocational training;
- c encourage interdisciplinary research on cultural heritage, heritage communities, the environment and their inter-relationship;
- d encourage continuous professional training and the exchange of knowledge and skills, both within and outside the educational system.

Article 14 – Cultural heritage and the information society

The Parties undertake to develop the use of digital technology to enhance access to cultural heritage and the benefits which derive from it, by:

- a encouraging initiatives which promote the quality of contents and endeavour to secure diversity of languages and cultures in the information society;
- b supporting internationally compatible standards for the study, conservation, enhancement and security of cultural heritage, whilst combating illicit trafficking in cultural property;
- c seeking to resolve obstacles to access to information relating to cultural heritage, particularly for educational purposes, whilst protecting intellectual property rights;
- d recognising that the creation of digital contents related to the heritage should not prejudice the conservation of the existing heritage.

Section IV – Monitoring and co-operation

Article 15 – Undertakings of the Parties

The Parties undertake to:

- a develop, through the Council of Europe, a monitoring function covering legislations, policies and practices concerning cultural heritage, consistent with the principles established by this Convention;
- b maintain, develop and contribute data to a shared information system, accessible to the public, which facilitates assessment of how each Party fulfils its commitments under this Convention.

Article 16 – Monitoring mechanism

- a The Committee of Ministers, pursuant to Article 17 of the Statute of the Council of Europe, shall nominate an appropriate committee or specify an existing committee to monitor the application of the Convention, which will be authorised to make rules for the conduct of its business;
- b The nominated committee shall:
 - establish rules of procedure as necessary;
 - manage the shared information system referred to in Article 15, maintaining an overview of the means by which each commitment under this Convention is met;
 - at the request of one or more Parties, give an advisory opinion on any question relating to the interpretation of the Convention, taking into consideration all Council of Europe legal instruments;
 - on the initiative of one or more Parties, undertake an evaluation of any aspect of their implementation of the Convention;
 - foster the trans-sectoral application of this Convention by collaborating with other committees and participating in other initiatives of the Council of Europe;
 - report to the Committee of Ministers on its activities.

The committee may involve experts and observers in its work.

Article 17 – Co-operation in follow-up activities

The Parties undertake to co-operate with each other and through the Council of Europe in pursuing the aims and principles of this Convention, and especially in promoting recognition of the common heritage of Europe, by:

- a putting in place collaborative strategies to address priorities identified through the monitoring process;
- b fostering multilateral and transfrontier activities, and

developing networks for regional co-operation in order to implement these strategies;

- c exchanging, developing, codifying and assuring the dissemination of good practices;
- d informing the public about the aims and implementation of this Convention.

Any Parties may, by mutual agreement, make financial arrangements to facilitate international co-operation.

Section V – Final clauses

Article 18 – Signature and entry into force

- a This Convention shall be open for signature by the member States of the Council of Europe.
- b It shall be subject to ratification, acceptance or approval. Instruments of ratification, acceptance or approval shall be deposited with the Secretary General of the Council of Europe.
- c This Convention shall enter into force on the first day of the month following the expiration of a period of three months after the date on which ten member States of the Council of Europe have expressed their consent to be bound by the Convention in accordance with the provisions of the preceding paragraph.
- d In respect of any signatory State which subsequently expresses its consent to be bound by it, this Convention shall enter into force on the first day of the month following the expiration of a period of three months after the date of deposit of the instrument of ratification, acceptance or approval.

Article 19 – Accession

- a After the entry into force of this Convention, the Committee of Ministers of the Council of Europe may invite any State not a member of the Council of Europe, and the European Community, to accede to the Convention by a decision taken by the majority provided for in Article 20.d of the Statute of the Council of Europe and by the unanimous vote of the representatives of the Contracting States entitled to sit on the Committee of Ministers.
- b In respect of any acceding State, or the European Community in the event of its accession, this Convention shall enter into force on the first day of the month following the expiration of a period of three months after the date of deposit of the instrument of accession with the Secretary General of the Council of Europe.

Article 20 – Territorial application

- a Any State may, at the time of signature or when depositing its instrument of ratification, acceptance, approval or accession, specify the territory or territories to which this Convention shall apply.
- b Any State may, at any later date, by a declaration addressed to the Secretary General of the Council of Europe, extend the application of this Convention to any other territory specified in the declaration. In respect of such territory, the Convention shall enter into force on the first day of the month following the expiration of a period of three months after the date of receipt of such declaration by the Secretary General.
- c Any declaration made under the two preceding paragraphs may, in respect of any territory specified in such declaration, be

withdrawn by a notification addressed to the Secretary General. The withdrawal shall become effective on the first day of the month following the expiration of a period of six months after the date of receipt of such notification by the Secretary General.

Article 21 – Denunciation

a Any Party may, at any time, denounce this Convention by means of a notification addressed to the Secretary General of the Council of Europe.

b Such denunciation shall become effective on the first day of the month following the expiration of a period of six months after the date of receipt of the notification by the Secretary General.

Article 22 – Amendments

a Any Party, and the committee mentioned in Article 16, may propose amendments to this Convention.

b Any proposal for amendment shall be notified to the Secretary General of the Council of Europe, who shall communicate it to the member States of the Council of Europe, to the other Parties, and to any non-member State and the European Community invited to accede to this Convention in accordance with the provisions of Article 19.

c The committee shall examine any amendment proposed and submit the text adopted by a majority of three-quarters of the Parties' representatives to the Committee of Ministers for adoption. Following its adoption by the Committee of Ministers by the majority provided for in Article 20. of the Statute of the Council of Europe, and by the unanimous vote of the States Parties entitled to hold seats in the Committee of Ministers, the text shall be forwarded to the Parties for acceptance.

d Any amendment shall enter into force in respect of the Parties which have accepted it, on the first day of the month following the expiry of a period of three months after the date

on which ten member States of the Council of Europe have informed the Secretary General of their acceptance. In respect of any Party which subsequently accepts it, such amendment shall enter into force on the first day of the month following the expiry of a period of three months after the date on which the said Party has informed the Secretary General of its acceptance.

Article 23 – Notifications

The Secretary General of the Council of Europe shall notify the member States of the Council of Europe, any State which has acceded or been invited to accede to this Convention, and the European Community having acceded or been invited to accede, of:

a any signature;

b the deposit of any instrument of ratification, acceptance, approval or accession;

c any date of entry into force of this Convention in accordance with the provisions of Articles 18, 19 and 20;

d any amendment proposed to this Convention in accordance with the provisions of Article 22, as well as its date of entry into force;

e any other act, declaration, notification or communication relating to this Convention.

In witness whereof the undersigned, being duly authorised thereto, have signed this Convention.

Done at Faro, this 27th day of October 2005, in English and in French, both texts being equally authentic, in a single copy which shall be deposited in the archives of the Council of Europe. The Secretary General of the Council of Europe shall transmit certified copies to each member State of the Council of Europe and to any State or the European Community invited to accede to it.

D. THE ICOMOS CHARTER FOR THE INTERPRETATION AND PRESENTATION OF CULTURAL HERITAGE SITES

第16回ICOMOS総会（ケベック（カナダ）、2008年採択）

PREAMBLE

Since its establishment in 1965 as a worldwide organisation of heritage professionals dedicated to the study, documentation, and protection of cultural heritage sites, ICOMOS has striven to promote the conservation ethic in all its activities and to help enhance public appreciation of humanity's material heritage in all its forms and diversity.

As noted in the Charter of Venice (1964) "It is essential that the principles guiding the preservation and restoration of ancient buildings should be agreed and be laid down on an international basis, with each country being responsible for applying the plan within the framework of its own culture and traditions." Subsequent ICOMOS charters have taken up that mission, establishing professional guidelines for specific conservation challenges and encouraging effective communication about the importance of heritage conservation in every region of the

world.

These earlier ICOMOS charters stress the importance of public communication as an essential part of the larger conservation process (variously describing it as "dissemination," "popularization," "presentation," and "interpretation"). They implicitly acknowledge that every act of heritage conservation—within all the world's cultural traditions - is by its nature a communicative act.

From the vast range of surviving material remains and intangible values of past communities and civilisations, the choice of what to preserve, how to preserve it, and how it is to be presented to the public are all elements of site interpretation. They represent every generation's vision of what is significant, what is important, and why material remains from the past should be passed on to generations yet to come.

The need for a clear rationale, standardised terminology,

and accepted professional principles for Interpretation and Presentation is evident. In recent years, the dramatic expansion of interpretive activities at many cultural heritage sites and the introduction of elaborate interpretive technologies and new economic strategies for the marketing and management of cultural heritage sites have created new complexities and aroused basic questions that are central to the goals of both conservation and the public appreciation of cultural heritage sites throughout the world:

- What are the accepted and acceptable goals for the Interpretation and Presentation of cultural heritage sites?
- What principles should help determine which technical means and methods are appropriate in particular cultural and heritage contexts?
- What general ethical and professional considerations should help shape Interpretation and Presentation in light of its wide variety of specific forms and techniques?

The purpose of this Charter is therefore to define the basic principles of Interpretation and Presentation as essential components of heritage conservation efforts and as a means of enhancing public appreciation and understanding of cultural heritage sites*.

DEFINITIONS

For the purposes of the present Charter,

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.

Interpretive infrastructure refers to physical installations, facilities, and areas at, or connected with a cultural heritage site that may be specifically utilised for the purposes of interpretation and presentation including those supporting interpretation via new and existing technologies.

Site interpreters refers to staff or volunteers at a cultural heritage site who are permanently or temporarily engaged in the public communication of information relating to the values and significance of the site.

* Although the principles and objectives of this Charter may equally apply to off-site interpretation, its main focus is interpretation and presentation at, or in the immediate vicinity of, cultural heritage sites.

Cultural Heritage Site refers to a place, locality, natural landscape, settlement area, architectural complex, archaeological site, or standing structure that is recognized and often legally protected as a place of historical and cultural significance.

OBJECTIVES

In recognizing that interpretation and presentation are part of the overall process of cultural heritage conservation and management, this Charter seeks to establish seven cardinal principles, upon which Interpretation and Presentation—in whatever form or medium is deemed appropriate in specific circumstances—should be based.

Principle 1: Access and Understanding

Principle 2: Information Sources

Principle 3: Attention to Setting and Context

Principle 4: Preservation of Authenticity

Principle 5: Planning for Sustainability

Principle 6: Concern for Inclusiveness

Principle 7: Importance of Research, Training, and Evaluation

Following from these seven principles, the objectives of this Charter are to:

1. **Facilitate understanding and appreciation** of cultural heritage sites and foster public awareness and engagement in the need for their protection and conservation.
2. **Communicate the meaning** of cultural heritage sites to a range of audiences through careful, documented recognition of significance, through accepted scientific and scholarly methods as well as from living cultural traditions.
3. **Safeguard the tangible and intangible values** of cultural heritage sites in their natural and cultural settings and social contexts.
4. **Respect the authenticity** of cultural heritage sites, by communicating the significance of their historic fabric and cultural values and protecting them from the adverse impact of intrusive interpretive infrastructure, visitor pressure, inaccurate or inappropriate interpretation.
5. **Contribute to the sustainable conservation** of cultural heritage sites, through promoting public understanding of, and participation in, ongoing conservation efforts, ensuring long-term maintenance of the interpretive infrastructure and regular review of its interpretive contents.
6. **Encourage inclusiveness** in the interpretation of cultural heritage sites, by facilitating the involvement of stakeholders and associated communities in the development and implementation of interpretive programmes.
7. **Develop technical and professional guidelines** for heritage interpretation and presentation, including technologies, research, and training. Such guidelines must be appropriate and sustainable in their social contexts.

PRINCIPLES

Principle 1: Access and Understanding

Interpretation and presentation programmes should facilitate physical and intellectual access by the public to cultural heritage sites.

1. Effective interpretation and presentation should enhance personal experience, increase public respect and understanding, and communicate the importance of the conservation of cultural heritage sites.
2. Interpretation and presentation should encourage individuals and communities to reflect on their own perceptions of a site and assist them in establishing a meaningful connection to it. The aim should be to stimulate further interest, learning, experience, and exploration.
3. Interpretation and presentation programmes should identify and assess their audiences demographically and culturally. Every effort should be made to communicate the site's values and significance to its varied audiences.
4. The diversity of language among visitors and associated communities connected with a heritage site should be taken into account in the interpretive infrastructure.
5. Interpretation and presentation activities should also be physically accessible to the public, in all its variety.
6. In cases where physical access to a cultural heritage site is restricted due to conservation concerns, cultural sensitivities, adaptive re-use, or safety issues, interpretation and presentation should be provided off-site.

Principle 2: Information Sources

Interpretation and presentation should be based on evidence gathered through accepted scientific and scholarly methods as well as from living cultural traditions.

1. Interpretation should show the range of oral and written information, material remains, traditions, and meanings attributed to a site. The sources of this information should be documented, archived, and made accessible to the public.
2. Interpretation should be based on a well researched, multidisciplinary study of the site and its surroundings. It should also acknowledge that meaningful interpretation necessarily includes reflection on alternative historical hypotheses, local traditions, and stories.
3. At cultural heritage sites where traditional storytelling or memories of historical participants provide an important source of information about the significance of the site, interpretive programmes should incorporate these oral testimonies—either indirectly, through the facilities of the interpretive infrastructure, or directly, through the active participation of members of associated communities as on-site interpreters.

4. Visual reconstructions, whether by artists, architects, or computer modelers, should be based upon detailed and systematic analysis of environmental, archaeological, architectural, and historical data, including analysis of written, oral and iconographic sources, and photography. The information sources on which such visual renderings are based should be clearly documented and alternative reconstructions based on the same evidence, when available, should be provided for comparison.

5. Interpretation and presentation programmes and activities should also be documented and archived for future reference and reflection.

Principle 3: Context and Setting

The Interpretation and Presentation of cultural heritage sites should relate to their wider social, cultural, historical, and natural contexts and settings.

1. Interpretation should explore the significance of a site in its multi-faceted historical, political, spiritual, and artistic contexts. It should consider all aspects of the site's cultural, social, and environmental significance and values.
2. The public interpretation of a cultural heritage site should clearly distinguish and date the successive phases and influences in its evolution. The contributions of all periods to the significance of a site should be respected.
3. Interpretation should also take into account all groups that have contributed to the historical and cultural significance of the site.
4. The surrounding landscape, natural environment, and geographical setting are integral parts of a site's historical and cultural significance, and, as such, should be considered in its interpretation.
5. Intangible elements of a site's heritage such as cultural and spiritual traditions, stories, music, dance, theater, literature, visual arts, local customs and culinary heritage should be considered in its interpretation.
6. The cross-cultural significance of heritage sites, as well as the range of perspectives about them based on scholarly research, ancient records, and living traditions, should be considered in the formulation of interpretive programmes.

Principle 4: Authenticity

The Interpretation and presentation of cultural heritage sites must respect the basic tenets of authenticity in the spirit of the Nara Document (1994).

1. Authenticity is a concern relevant to human communities as well as material remains. The design of a heritage interpretation programme should respect the traditional social functions of the site and the cultural practices and dignity of local residents and associated communities.

2. Interpretation and presentation should contribute to the conservation of the authenticity of a cultural heritage site by communicating its significance without adversely impacting its cultural values or irreversibly altering its fabric.
3. All visible interpretive infrastructures (such as kiosks, walking paths, and information panels) must be sensitive to the character, setting and the cultural and natural significance of the site, while remaining easily identifiable.
4. On-site concerts, dramatic performances, and other interpretive programmes must be carefully planned to protect the significance and physical surroundings of the site and minimise disturbance to the local residents.

Principle 5: Sustainability

The interpretation plan for a cultural heritage site must be sensitive to its natural and cultural environment, with social, financial, and environmental sustainability among its central goals.

1. The development and implementation of interpretation and presentation programmes should be an integral part of the overall planning, budgeting, and management process of cultural heritage sites.
2. The potential effect of interpretive infrastructure and visitor numbers on the cultural value, physical characteristics, integrity, and natural environment of the site must be fully considered in heritage impact assessment studies.
3. Interpretation and presentation should serve a wide range of conservation, educational and cultural objectives. The success of an interpretive programme should not be evaluated solely on the basis of visitor attendance figures or revenue.
4. Interpretation and presentation should be an integral part of the conservation process, enhancing the public's awareness of specific conservation problems encountered at the site and explaining the efforts being taken to protect the site's physical integrity and authenticity.
5. Any technical or technological elements selected to become a permanent part of a site's interpretive infrastructure should be designed and constructed in a manner that will ensure effective and regular maintenance.
6. Interpretive programmes should aim to provide equitable and sustainable economic, social, and cultural benefits to all stakeholders through education, training and employment opportunities in site interpretation programmes.

Principle 6: Inclusiveness

The Interpretation and Presentation of cultural heritage sites must be the result of meaningful collaboration between heritage professionals, host and associated communities, and other stakeholders.

1. The multidisciplinary expertise of scholars, community

members, conservation experts, governmental authorities, site managers and interpreters, tourism operators, and other professionals should be integrated in the formulation of interpretation and presentation programmes.

2. The traditional rights, responsibilities, and interests of property owners and host and associated communities should be noted and respected in the planning of site interpretation and presentation programmes.
3. Plans for expansion or revision of interpretation and presentation programmes should be open for public comment and involvement. It is the right and responsibility of all to make their opinions and perspectives known.
4. Because the question of intellectual property and traditional cultural rights is especially relevant to the interpretation process and its expression in various communication media (such as on-site multimedia presentations, digital media, and printed materials), legal ownership and right to use images, texts, and other interpretive materials should be discussed, clarified, and agreed in the planning process.

Principle 7: Research, Training, and Evaluation

Continuing research, training, and evaluation are essential components of the interpretation of a cultural heritage site.

1. The interpretation of a cultural heritage site should not be considered to be completed with the completion of a specific interpretive infrastructure. Continuing research and consultation are important to furthering the understanding and appreciation of a site's significance. Regular review should be an integral element in every heritage interpretation programme.
2. The interpretive programme and infrastructure should be designed and constructed in a way that facilitates ongoing content revision and/or expansion.
3. Interpretation and presentation programmes and their physical impact on a site should be continuously monitored and evaluated, and periodic changes made on the basis of both scientific and scholarly analysis and public feedback. Visitors and members of associated communities as well as heritage professionals should be involved in this evaluation process.
4. Every interpretation programme should be considered as an educational resource for people of all ages. Its design should take into account its possible uses in school curricula, informal and lifelong learning programmes, communications and information media, special activities, events, and seasonal volunteer involvement.
5. The training of qualified professionals in the specialised fields of heritage interpretation and presentation, such as content creation, management, technology, guiding, and education, is a crucial objective. In addition, basic academic conservation programmes should include a component on interpretation and presentation in their courses of study.
6. On-site training programmes and courses should be

developed with the objective of updating and informing heritage and interpretation staff of all levels and associated and host communities of recent developments and innovations in the field.

7. International cooperation and sharing of experience are essential to developing and maintaining standards

in interpretation methods and technologies. To that end, international conferences, workshops and exchanges of professional staff as well as national and regional meetings should be encouraged. These will provide an opportunity for the regular sharing of information about the diversity of interpretive approaches and experiences in various regions and cultures.

E. The Kyoto Vision

世界遺産条約採択40周年記念最終会合（京都会合）成果文書（京都（日本）、2012年）

Preamble

We, the participants gathered in Kyoto, on the occasion of the Closing Event of the Celebrations of the 40th Anniversary of the World Heritage Convention, wish to acknowledge the generous hospitality and intellectual leadership of the Japanese authorities in providing a forum to reflect on the achievements, present issues and future evolution of this unique international conservation treaty.

We reaffirm the centrality of the theme adopted by the General Assembly of the States Parties to the Convention and by the World Heritage Committee for this Fortieth Anniversary, namely "World Heritage and Sustainable Development: the Role of Local Communities". The relationship between World Heritage and local communities is indeed at the heart of the Convention and is fundamental to address the challenges currently facing all regions of the world, through increasing demographic and development pressures, global financial crises and climate change.

We recall, in this context, the outcome document of the UN Conference on Sustainable Development "The Future We Want" (Rio de Janeiro, June 2012) and the "Vision and Strategic Action Plan for the Implementation of the World Heritage Convention 2012-2022" adopted by the 18th General Assembly of States Parties (UNESCO, 2011); as well as the in-depth reflections and results from several expert and consultative meetings organized in all regions of the world under the framework of the 40th anniversary of the Convention.

Achievements of 40 years of the World Heritage Convention

We recognize that the World Heritage Convention, with its 190 States Parties, is one of the most powerful tools for heritage conservation, with a shared vision combining the protection of cultural and natural heritage of Outstanding Universal Value in one single instrument. We acknowledge the significant contribution of the Convention to social cohesion, dialogue, tolerance, cultural diversity and peace, through its emphasis on the common and shared importance of World Heritage for all of humankind and the promotion of international cooperation for its safeguarding.

We also acknowledge some contributions made over time in strengthening the policies and practices of the Convention as a standard-setter in heritage preservation globally; the importance

of youth and future generations, especially related to the Convention's role in intergenerational equity; and all partners and stakeholders in heritage conservation at local, national and regional levels, including local communities and indigenous peoples, whom we acknowledge with respect and pay tribute to on this occasion.

We are concerned, however, about the serious challenges confronting World Heritage properties, associated with development pressures, conflicts, man-made and natural disasters, as well as the gaps in the representativity of the World Heritage List. We also note with concern the crucial lack of technical capacity and financial resources to implement the Convention, particularly in the least developed and developing countries.

A Sustainable Earth and the Role of World Heritage

We are conscious of the enormous challenges our planet is facing to in order to ensure its sustainability and of the need for a transformative change to be reflected in the post-2015 development agenda, which would take into consideration the broader picture of human progress beyond GDP.

We are convinced that a people-centred conservation of the world's cultural and natural heritage is an opportunity to provide critical learning models for the pursuit of sustainable development and for ensuring a harmonious relationship between communities and their environment. The concept of heritage is fundamental to the logic of sustainable development as heritage results from the dynamic and continuous interaction between communities and their environment. Heritage sustains and improves the quality of life of people, as reinforced in the relevant internationally recognized policies such as the Strategic Plan for Biodiversity 2011-2020 and the Aichi Biodiversity Targets, the achievement of which is beneficial to both cultural and natural heritage.

The acknowledgment and conservation of the diversity of the world's cultural and natural heritage, and the equitable sharing of the benefits deriving from its use, enhance a feeling of place and belonging, mutual respect for others and a sense of collective purpose, which contribute to the social cohesion of a community.

The Importance of the Role of Community

We reiterate the important role of communities, including local

communities and indigenous peoples, in the implementation of the World Heritage Convention, in accordance with one of its five strategic objectives, the fifth "C" adopted in 2007, and the Strategic Action Plan 2012-2022.

The Convention, in its Article 4, places the responsibility for ensuring the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage with the States Parties. At the same time, if one of the aims of the Convention is to "give heritage a role in the life of the community" (Article. 5), then the concerns and aspirations of communities must be centrally involved in conservation and management efforts.

Only through strengthened relationships between people and heritage, based on respect for cultural and biological diversity as a whole, integrating both tangible and intangible aspects and geared toward sustainable development, will the "future we want" become attainable.

Such strengthened relationships should be grounded in a multi-disciplinary and participatory approach to heritage conservation, which would integrate the consideration of social, economic and environmental dimensions, paying particular attention to vulnerable groups respecting all relevant international standards and obligations. Unless such a sustainable development perspective is integrated in the management of a World Heritage property, it will be difficult in the long run to ensure the conservation of its Outstanding Universal Value.

Thus, benefits derived from well-protected cultural and natural heritage properties should be equitably distributed to communities to foster their sustainable development and there should be close cooperation with management bodies and experts. At the same time, attention should be paid to the evolving character of cultural and social contexts relevant to World Heritage, which will inevitably lead to the emergence of new groups of interest and concerns.

This new approach and these considerations will require the building of capacities and education of relevant actors, from institutions and policy makers to heritage practitioners and communities and networks. Communities, in particular, should be empowered to harness the benefits of heritage to society through specific awareness-raising initiatives, skills-development programmes and the establishment of networks. They should be fully involved in management and conservation activities, including in reducing risks from disasters and climate change.

Attention should also be given to the development of sustainable tourism as one of the sources of economic benefits and empowerment for local communities, and the appreciation of cultural diversities by visitors.

A Call for Action

For forty years, the World Heritage Convention has embodied the global ideals and ethics of conservation. While continuing to emphasize the importance of protecting a selection of

outstanding sites important for all of humankind, a holistic approach is necessary to include wider dimensions arising from new emerging challenges that threaten the foundation of our societies. The question is not only to save exceptional sites from destruction or neglect, but to demonstrate, through appropriate conservation and management, strategies and a development model based on the values of continuity.

To realize this Vision, the participants wish to launch an appeal to the international community with a view to:

- ▷ mobilizing substantial financial resources for heritage conservation globally in the spirit of solidarity and cooperation;
- ▷ developing innovative responses to share experience, good practice and knowledge related to communities in support of World Heritage and sustainable development, including capacity building at all levels;
- ▷ sharing responsibility for effectively addressing threats to the world's cultural and natural heritage, and contributing to its sustainable development and collective benefits;
- ▷ taking into account World Heritage in the discussions on the post-2015 development agenda by engaging the international community - within all relevant regional and global forums - for an inclusive approach, considering environmental, cultural and socio-economic needs;
- ▷ enhancing cooperation and coordination among all stakeholders and ensuring effective involvement of local communities, indigenous peoples, experts and youth in conservation from the preparatory phase of the World Heritage nomination process, so that heritage conservation contributes to the sustainable development of the whole society;
- ▷ ensuring the sustainability of local communities through other domains such as intangible cultural heritage and cultural and creative industries, which play a crucial role and;
- ▷ Implementing, as a priority, the Strategic Action Plan 2012-2022 adopted by the General Assembly of States Parties to the Convention.