



Co-funded by the
Erasmus+ Programme
of the European Union



TOURIBOOST

REORIENTING TOURISM EDUCATION
WITH DIGITAL, SOCIAL AND INTERCULTURAL COMPETENCES
TO SUPPORT LOCAL STAKEHOLDERS
TACKLE STRATEGIC INNOVATION IN HERITAGE TOURISM

KA2 - COOPERATION FOR INNOVATION AND THE EXCHANGE OF GOOD PRACTICES
KA203 - STRATEGIC PARTNERSHIPS FOR HIGHER EDUCATION

M03: CULTURAL COMMUNICATION

PART 2: INTERPRETIVE PLANNING

TOURIBOOST

Reorienting tourism education with digital, social and intercultural
competences to support local stakeholders tackle strategic innovation in
heritage tourism 2018-1-TR01-KA203-058344

<https://touriboostproject.org/>

CONTENTS

CONTENTS	2
4 INTERPRETIVE PLANNING	3
4.1 The Interpretive Planning Process	4
4.2 The Interpretive Model.....	7

TOURiBOOST

Reorienting tourism education with digital, social and intercultural competences
to support local stakeholders tackle strategic innovation in heritage tourism
2018-1-TR01-KA203-058344

<https://touriboostproject.org/>

4 INTERPRETIVE PLANNING

Cultural heritage in leisure settings offer a high-density, multi-sensory experience, showcasing the best of what is on offer in a short amount of time and compact space. Cultural experiences at heritage environment is the opportunity to derive from a visit meanings and values of the place, knowledge, attitudes, behaviour, emotions, impressions, relationships, or other subjective elements and sensory experiences. Usually audiences with no prior knowledge about places visited take advantage of destination-based information services and activities centering on the natural, cultural, or historic environment, and seek learning, excitement, and reflection-based benefits through their participation in varied activities, - the educational aspects of the visit are secondary to other aspects such as entertainment, social interaction or relaxation. Five main experience types are identified: entertainment, restorative, cognitive, social and self-fulfillment. However research trends imply that leisure motivations are shifting more and more towards a search for novel, authentic and quality experiences which incorporate a learning component. In this case learning activities takes precedence over other interests, if enthusiasm is created among consumers for the meanings and values of the places visited, items bought, performances participated and so on.

Acknowledging the fact that cultural consumption is both places and place-

centric, the planning process for quality experiences should focus on the distinctive, non-exchangeable features of each asset. In order for heritage assets to be mentally, emotionally and spiritually accessible, they have to be presented in relevance to prospective users. Cultural operators seeking to promote consumption related to cultural assets should develop a human-centered interpretation model, able to enable the asset attract consumer flows. Heritage assets whether of global or place value, should be presented on the basis of their meanings, explaining inherent values and significance. Without suitable presentation and appreciation of what is being valued and therefore conserved, cultural heritage assets remain meaningless to the majority of potential users and the understanding of the asset' spirit is lost. The spirit of the asset is a social phenomenon that exists independently of any one individual's perceptions or experiences, dependent yet on human engagement for its existence: the attribution of non-material characteristics to an asset creates the spirit of the asset.

TOURiBOOST

Reorienting tourism education with digital, social and intercultural competences
to support local stakeholders tackle strategic innovation in heritage tourism
2018-1-TR01-KA203-058344

<https://touriboostproject.org/>

Interpretive planning is a process that identifies and produces significant visitor experience and involves themes, presentation media, audiences and evaluation procedures. Planning for visitor experiences is an integral component of general tourism and management plans. Interpretive Planning is a set of procedures and mechanisms that strive to connect people's in situ experiences with significant phenomena and events considering at the same time economic benefits for local economies, sustainable uses of local resources and quality visitor services. The interpretive planning process should therefore include a hierarchical set of indispensable components such as

- the reasons and the objective of cultural operators and heritage managers to offer interpretive services,
- knowledge of audience and resource including a significance assessment process,
- media selection,
- implementation steps and evaluation procedures.

4.1 The Interpretive Planning Process

Interpretive planning is a process that identifies and produces significant visitor experience and involves themes, presentation media, audiences and evaluation procedures. It exploits visitor experience opportunities provided by given resources in given (heritage) tourism contexts, and caters for experience diversity. Understanding visitor needs can help determine a range of desirable visitor experiences and resource conditions. Since visitors

come to attractions for very different and sometimes conflicting reasons, providing opportunities for a range of visitor experiences is an important part of sustaining the attraction's quality. By providing a diversity of settings, planners may accomplish a double task. Firstly visitors may select products and services close to their visitation motives and secondly a diversity of experiences helps to avoid the conflicts that often occur among visitors who expect various outcomes from their visits.

Physical and social impacts on resources constitute the major concern for recreation managers. Management actions that serve to improve the experiences of recreational users may have negative impacts on the environment, but on the other hand environmental management initiatives can diminish the quality of visitor experiences. Efforts to enhance visitor experiences may have implications on safety, while efforts to ensure safety may impact visitor experience. Effective interpretive presentation is very likely to replace or modify problematic behaviours carried out by diverse audiences. Interpretive planning incorporates information-based management tools, which apply persuasive communication aids to visitor management: it develops and delivers messages that are likely to be understood and accepted by visitors, who consequently modify their behaviors in line with the message. Interpretive planning is goal driven and considers each time the objectives of cultural operators, managing agencies and local stakeholders have set. Usually there are two main objectives interpretive services strive to accomplish: learning and behavioural objectives in recreational settings.

Interpretive services enhance leisure experiences by incorporating

TOURiBOOST

Reorienting tourism education with digital, social and intercultural competences to support local stakeholders tackle strategic innovation in heritage tourism
2018-1-TR01-KA203-058344

<https://touriboostproject.org/>

educational elements in recreational settings, meeting an audience's demand, which prefers educational interactive entertainment to passive. Learning objectives are met if enthusiasm is created among visitors for the goals of the managing agencies. In leisure settings, however, learning experiences are not imposed by conventional instruction methods. Learning in recreational environments is tailored to non-captive audiences, a fact that differentiates instructional design from formal academic settings). In contrast to formal education, where learning motivation is often dependent on fear of punishment or on forfeiture of reward, learning content must rather be willingly embraced by visitors. In leisure settings audiences select freely to attend or ignore communication content; in addition, visitors' perspective regarding the experience and the learning outcomes may be paramount to recreational objectives. Interpretive products and services should therefore offer enjoyment and relevance to audiences based on clearly organized message nuclei, if they are to attract visitors.

Behavioural objectives are a constant consideration for site managers. In generally they wish to reduce environmental and cultural damage by explaining the impacts of various behaviours and suggesting appropriate alternatives. They may wish to substitute experience for places that are very fragile and/or difficult to visit (e.g. caves, sacred temples), or topics that are impossible to experience directly (e.g. chemical procedures, prehistoric, cosmic conditions) In particular they wish for instance to prevent visitors from picking up "souvenirs" at archaeological sites, such as pieces of marble - a constant problem at

heritage places in Greece. Interpretive offerings tailored to this objective would get the visitors to appreciate the value of artefacts left intact in their place. They should create the feeling that by not touching anything visitors are contributing to the site's maintenance, which would then benefit all interested parties. Research evidences that interpretive programs successfully target an audience's behavioural, normative, and control beliefs and are effective influencing the behaviours for which those beliefs are salient.

In order to make heritage resources accessible to a wide public besides protection and conservation new tools are required to plan for quality visitor experiences: The interpretive planning process is a heritage management tool that identifies and produces significant visitor experiences, involves themes, presentation media, audience segmentation and evaluation procedures. It exploits visitor experience opportunities provided by given resources in given (heritage) tourism contexts, and caters for experience diversity. Understanding visitor needs can help determine a range of desirable visitor experiences and resource conditions. Since visitors come to attractions for very different and sometimes conflicting reasons, providing opportunities for a range of quality experiences is an important part of sustaining the attraction's quality. By providing experience diversity planners may accomplish a double task: firstly visitors may select products and services close to their visitation motives, and secondly a diversity of experiences helps to avoid the conflicts that often occur among visitors who expect various outcomes from their visits.

TOURiBOOST

Reorienting tourism education with digital, social and intercultural competences
to support local stakeholders tackle strategic innovation in heritage tourism
2018-1-TR01-KA203-058344

<https://touriboostproject.org/>

HERITAGE TYPOLOGY
• Define natural heritage status and values
• Define tangible cultural heritage status and values
- immovable, irreplaceable assets
- movable, irreplaceable, reproducible assets
- distinctiveness, authenticity, novelty, familiarity
• Define intangible cultural heritage status and values
- movable, irreplaceable, reproducible assets
• Classify heritage assets
• Signify heritage assets
• Select significant, distinctive and visit-worthy features
• Communicate Significance and Place Image
• Influence Visitation Pattern
• Create Heritage Consumption Mix - Place Mix

Table 5: How-to create a heritage typology

Profound subject matter knowledge is an indispensable step to produce a viable interpretive product and define all possible tourism uses of the selected stops. Information dissemination and easy access to heritage resources influence drastically the travel motive, especially if peripherality is a major obstacle to overcome. Traditionally, tourism operators concentrate on the presentation of information regarding mostly accommodation, while disregarding visitor attractions in a given area. Communicating though with visitors' in situ and virtual environments allows a specific kind of access: a more comprehensive interpretation of heritage resources able to provide a richer tourism experience in a recreational learning environment. Advances in information technology and sophisticated information management will have a significant impact on the tourism use of a given resource and the tourism revenue in a given area. Facts about the resource were carefully selected on an interdisciplinary basis, whereas the interpretive plan identifies and presents the diverse intangible and universal meanings the resources inspire at various audiences. The interpretive plan manages information in a visitor centric manner: it shows multiple perspectives and the relationships of

events, encouraging visitors to derive personal meanings. A project priority was to study distinctive features and conclude with possible final choices. In situ research conducted by the University of the Aegean and Albert Ludwigs Universität Freiburg i. Br. in 2004-2006 revealed that there is a significant chance for visitors to observe the alteration of natural landscapes beginning (The IKYDA PROJECT).

Interpretive services enhance leisure experiences by incorporating educational elements in recreational settings, meeting an audience's demand, which prefers educational interactive entertainment to passive. Learning objectives are met if enthusiasm is created among visitors for the goals of the managing agencies. In leisure settings, however, learning experiences are not imposed by conventional instruction methods. In contrast to formal education, where learning motivation is often dependent on fear of punishment or on forfeiture of reward, leisure audiences select freely to attend or ignore communication content; in addition, visitors' perspective regarding the experience and the learning outcomes may be paramount to recreational objectives. Interpretive products and services should therefore offer enjoyment and

TOURiBOOST

Reorienting tourism education with digital, social and intercultural competences
to support local stakeholders tackle strategic innovation in heritage tourism

2018-1-TR01-KA203-058344

<https://touriboostproject.org/>

relevance to audiences based on clearly organized message nuclei.

4.2 The Interpretive Model

In order to make heritage resources accessible to a wide public besides protection and conservation effective tools are required to plan for quality visitor experiences. The interpretive planning process is a heritage management tool that identifies and produces significant visitor experiences, involves themes, presentation media, audience segmentation and evaluation procedures, national and local governments, local authorities, cultural operators and diverse guardian institutions, communities, private owners, volunteers. Originated from a supply side tourism planning perspective, it incorporates a set of procedures and mechanisms that strive to connect in situ or virtual experiences with significant phenomena and events considering at the same time economic benefits for local economies, sustainable uses of local resources and quality visitor services. The interpretive process model includes a hierarchical set of indispensable components such as:

- the objectives of cultural operators and heritage managers,
- profound knowledge of target publics
- profound knowledge of resources and assets
- significance assessment process,
- media selection,
- implementation and evaluation procedures

The process model considers also site facilities and orientation, tourism related services such as transport and

accessibility issues, catering, shopping and accommodation information, distance and time on tracks, important features identified on an orientation map, seasonal problems such as very high or very low temperatures etc.

Key issues in the interpretive process are the planner's ability to master human cognitive mechanisms of acquiring and retaining information and to adapt through hermeneutical information processing scientific context and terminology to a recreational learning environment in favour of the visitor in diverse tourism contexts: sites, collections, trails, websites, etc. Modern neuroscience is yielding insights which can give valuable tools for the design and delivery of quality visitor experience. With an ability to objectively identify the essential elements of indoor and outdoor heritage spaces, strategies and plans which better safeguard valuable assets can be crafted. Brain literacy can help accurately identify aesthetic reactions to the visual environment and catalogue the features which sustain or detract from important aesthetic experiences. Environmental protection and scenic preservation has become an increasingly important part of open space planning as the public desire for such amenities grows and the prospect of losing natural and scenic resources increases in response to growth pressures.

Fig. 31: NPS/IDP: The Interpretive Process Model
Source: NPS/IDA Training Programme, 2002

TOURiBOOST

Reorienting tourism education with digital, social and intercultural competences
to support local stakeholders tackle strategic innovation in heritage tourism
2018-1-TR01-KA203-058344

<https://touriboostproject.org/>

The Interpretive Process Model

1. Select a tangible place, object, person, or event that you want the audience to care about.

2. Identify intangible meanings.

3. Identify universal concepts.

4. Identify audience.

5. Write a theme statement—include a universal concept.

6. Use interpretive methods to develop links into opportunities for connections to meanings. Illustrate the theme statement.

7. Use theme statement to organize opportunities for connections and cohesively develop an idea or ideas.

NPS—Interpretive Development Program 12/2002

TOURiBOOST

Reorienting tourism education with digital, social and intercultural competences to support local stakeholders tackle strategic innovation in heritage tourism
2018-1-TR01-KA203-058344

<https://touriboostproject.org/>



TOURIBOOST

Reorienting tourism education with digital, social and intercultural competences
to support local stakeholders tackle strategic innovation in heritage tourism
2018-1-TR01-KA203-058344

<https://touriboostproject.org/>