

Interpretive Planning

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“Not to plan is planning a failure!”

Benjamin Franklin

Why interpretation needs a plan? Not only a plan – **a strategy?**

If one doesn't know what the message is, one can not communicate it to others.

Interpretation is a communication process. Without clear goals, a plan, carefully chosen tools and timing, skills and passion it is not going to work. Not at all!

What is interpretation?

The word Interpretation means many things. It can mean the translation of languages, perceptions about poems or novels, how a person feels about a historic building, or thinks about a scientific theory.

On the other hand...

Sam Ham: Interpretation is translation of scientific knowledge into the language of common people in an enjoyable, interesting and memorable way.

Hmmm... Is there more in this?

Association for Heritage Interpretation

Interpretation is primarily a communication process that helps people make sense of, and understand more about, your site, collection or event. It can:

Bring meaning to your cultural or environmental resource, **enhancing visitor appreciation and promoting better understanding**. As a result your visitors are more likely to care for what they identify as a precious resource.

- Enhance the visitor experience, resulting in longer stays and repeat visits. This will lead to increased income and create employment opportunities.

- **Enable communities to better understand their heritage**, and to express their own ideas and feelings about their home area. As a result individuals may identify with lost values inherent in their culture.



EUROPEAN COMMISSION

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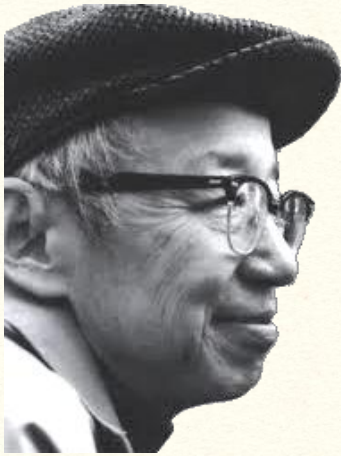
COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN
PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL
COMMITTEE AND THE COMMITTEE OF THE REGIONS

Europe, the world's No 1 tourist destination – a new political framework for tourism in
Europe

The European Union can contribute to the diversification of supply by encouraging intra-European flows through capitalising on the development of thematic tourism products on a European scale. Transnational synergies can ensure better promotion and a higher profile for tourism. This may include the **full range of heritage: cultural heritage** (including cultural itineraries), **contemporary culture, protected natural sites, health and wellbeing** (including spa tourism), **educational, wine and food, historical, sport or religious tourism, agri-tourism, rural tourism, or tourism capitalising on the maritime and sub-aquatic cultural heritage, industrial heritage or the economic fabric of a region.**

The sector's competitiveness is closely linked to its sustainability, as the quality of tourist destinations is strongly influenced by their natural and cultural environment and their integration into a local community. The sustainability of tourism covers a number of aspects:

- the responsible use of natural resources, taking account of the environmental impact of activities (production of waste, pressure on water, land and biodiversity, etc.),
- the use of 'clean' energy,
- protection of the heritage and preservation of the natural and cultural integrity of destinations,
- the quality and sustainability of jobs created, local economic fallout or customer care.



Yi-Fu Tuan: "Sense of place is rarely acquired in passing. To know a place well requires long residence and deep involvement. It is possible to appreciate the visual qualities of a place with a short visit...but to know a place is also to know the past: one's own past and the past of the place enshrined in its landmarks. The feeling that a particular place is suffused with memories and feelings, , the specific focus of sacred and profane stories, and that the whole landscape is a congeries of such places, is what is meant by a sense of the land. "

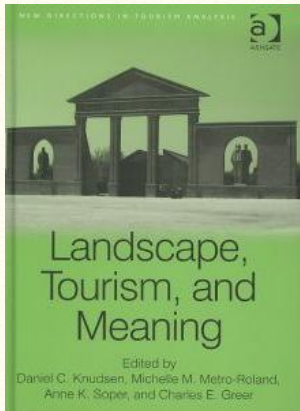
Tuan, Yi-Fu, "Place: An Experiential Perspective," *Geographical Review* 2, (1975): 65.



David L. Uzell, University of Surrey:

"One of the principal functions of heritage interpretation is to enhance the visitor's sense of place and place identity. There is little doubt that heritage interpretation can play an important role in enhancing people's awareness, understanding and appreciation of time and place. If this is to occur, the interpretation needs to be planned and designed with that outcome in mind. This will only be successfully achieved if it is informed by sound theory."

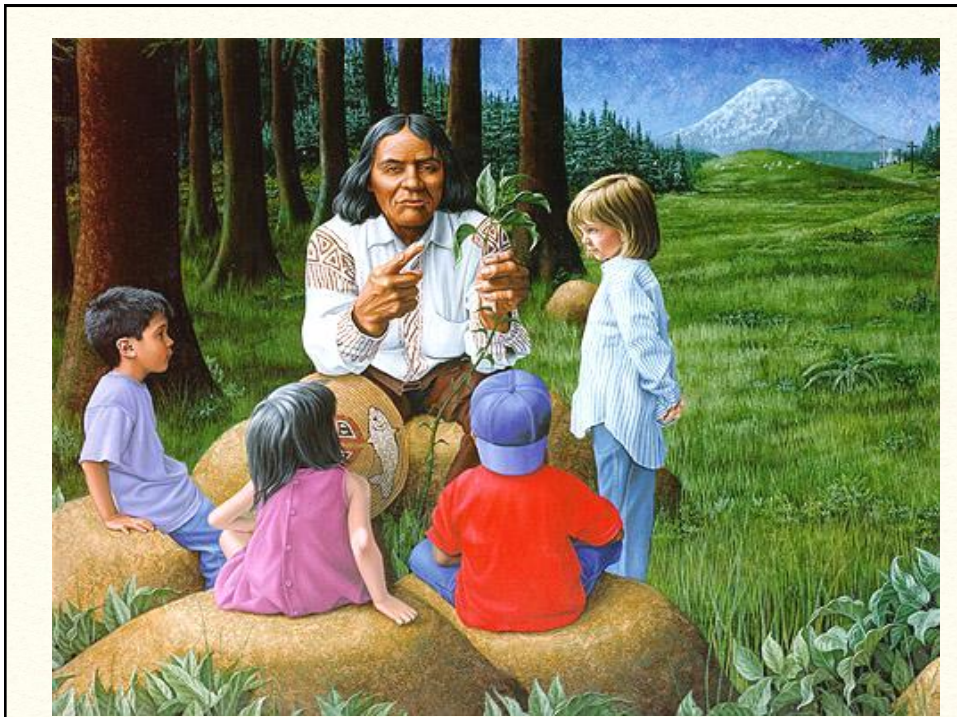
Uzzell David L. (1996): Creating place identity through heritage interpretation. *International Journal of Heritage Studies* . Volume1, Issue 4, 1996, Pages 219 - 228



The landscape we experience is the basis of our existence and identity.

“Identity of local majority is manifested in the landscape by physical symbols: buildings, monuments, fields, ponds, wells, boards and signs... This symbols are a tool for reproduction of cultural essence, values, norms, meanings, which are important for people who dwell there. **Every society constructs symbols in landscape in order to manifest their perception of the world and of themselves.** “

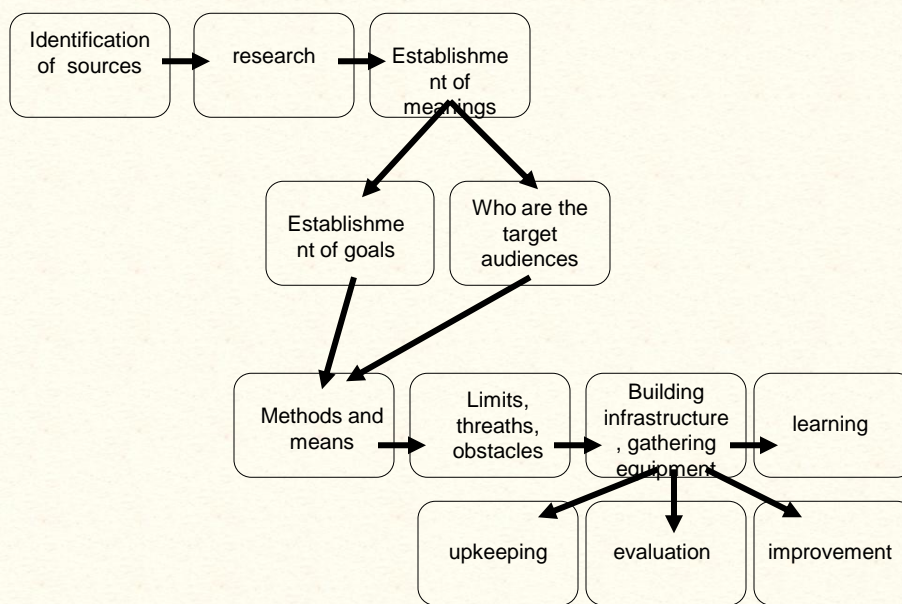
Knudsen Daniel C.: Landscape, Tourism and Meaning (2008)

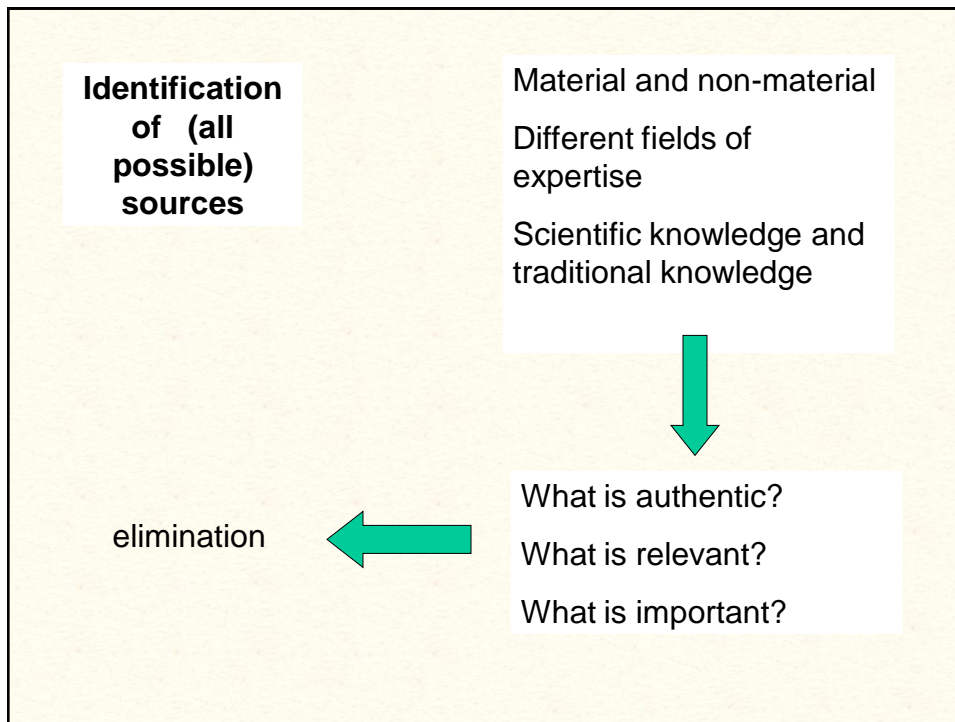


A **narrative** is a story that is created in a constructive format and describes a sequence of events.

- speech
- writing
- song
- film
- interactive media (videogames...)
- photography
- theatre (including dance)

PLANNING INTERPRETATION





Strategic interpretation of an area starts with spatial planning!!

Narrative landscapes and their stories – there is more there than seen at a first glance!





Prof. Dr. Wolfgang Georg Arlt

Environmental interpretation is a complex instrument of communication, tourism planning and management with close links to a range of other fields:

- issues such as **landscape perception** and experiences of landscape
- **communication** (environmental didactics)
- **strategic planning and countryside management**, such as valorisation of the cultural and natural potential of countryside resources and visitor management.

Tourism Economics at German West Coast University of Applied Sciences (FH Westkueste)



This is a statement.



This is a statement.

How we “read” a landscape

Canopy – dominant feature, most obvious

clues – signs and elements vital for understanding the story

Anchors – tools that help us solve the enigma and explain the whole (interpretive infrastructure...)

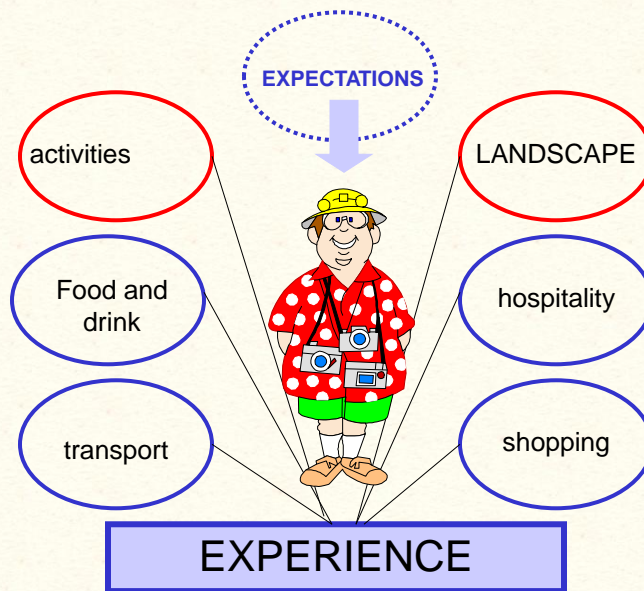
Crossroads and knots – points where different stories meet

Doors - open way to new stories



What is a canopy here – what impacts the experience most?

HOW CAN A NARRATIVE ENHENCE THE EXPERIENCES?



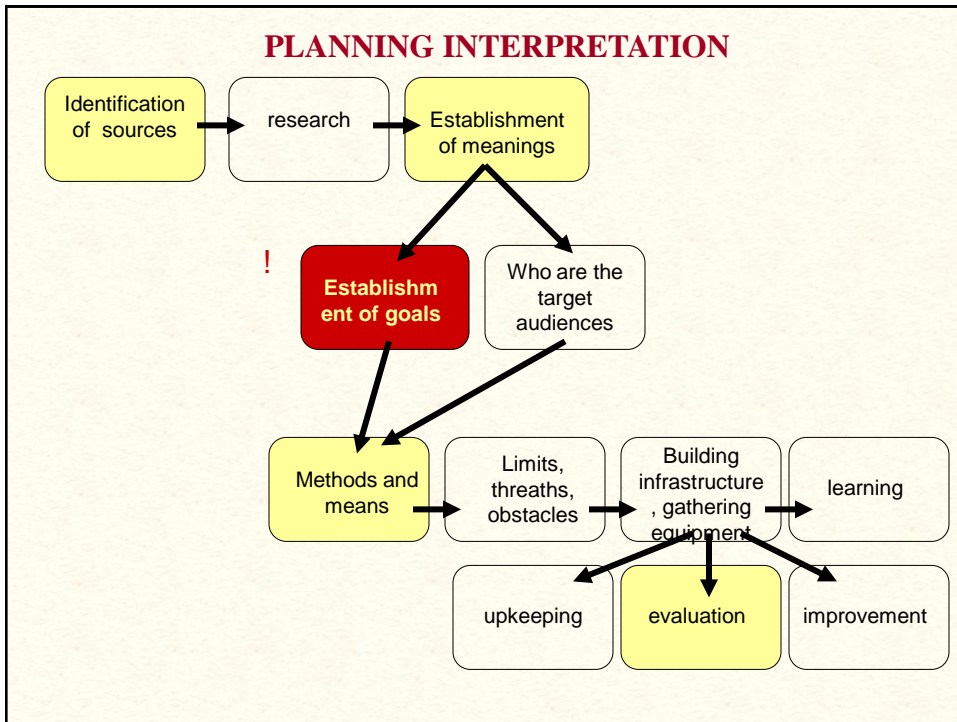
Authenticity refers to an original experience that is true to reality. Its meaning becomes clearer when one thinks of its opposites: falseness and imitation. In tourism, authenticity refers to:

- A manifestation of the identity of a people or a group of people
- Customs and traditions: examples of how a destination differs from all others
- The opposite of globalization and its resulting standardization
- The discovery of places in a country that remain untouched by modernism and still
- Travel with added value and quality of experience

Central to the concept are the ideas of **increasing appreciation of the countryside resource** whilst **implementing sustainable tourism development** in rural areas through optimizing the use of indigenous resources.

Beyond the enhancement of visitor experiences, interpretation has a clear conservation goal in that it uses greater understanding as a first step towards appreciation and care for a countryside or heritage resource:

"Through interpretation, understanding, through understanding, appreciation, through appreciation, protection." (Tilden 1977).



WHAT DO WE WANT THEM TO KNOW?

WHAT DO WE WANT THEM TO FEEL?

WHAT DO WE WANT HEM TO DO?

Each step of the journey should have a meaning!