



Experience design and nature
conservation via

Visitor **MO**nitoring and **MA**nagement in
protected areas



Heritage interpretation and experience design for boosting visitors satisfaction

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Supported and funded by





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DAY 1 20-02-2023

**Session I: Introduction to heritage interpretation -
Origins, Theory, Principles, Evolution**

**Session II: Interpretative planning and
implementation**

**Session III: Personal interpretation - How to structure
and conduct interpretive guided tours**

**Session IV: Use of ICT in heritage interpretation –
creation of 360 tours**





DAY 2 21-02-2023

Fieldtrip: Fruška Gora National Park

DAY 2 21-02-2023

Fieldtrip: Fruška Gora National Park





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Introduction to heritage interpretation





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What is heritage?

- Inheritance, legacy, bequest,...
- Something created before us, something that we found...
- Places, landscapes, localities, objects...
- Natural heritage
- Cultural heritage



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**What is
NATURAL heritage?**



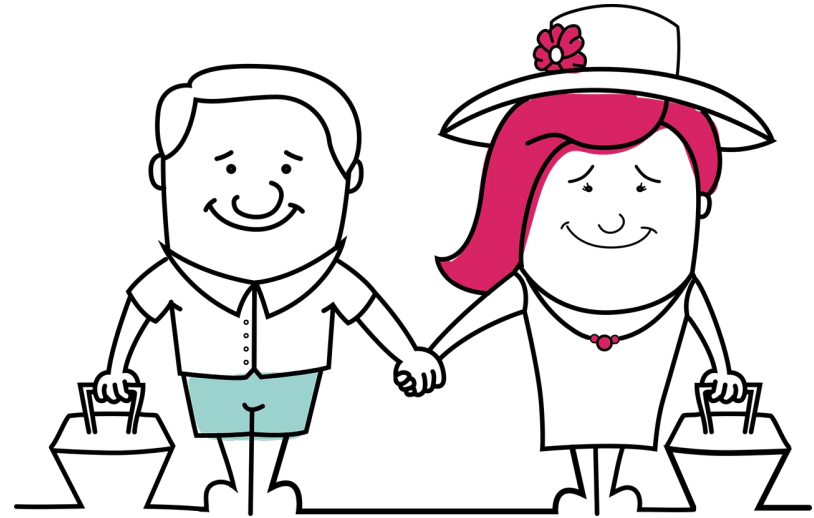
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Why do we travel?

- To have a rest/break?
- To see something?
- To be seen?
- To meet someone?
- To learn something?
- To have some new (unforgettable?) experience...
emotions, understanding, knowledge



Magic word: INTERPRETATION



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Interpretation

Latin *interpretationem* (nominative *interpretatio*)
explaining, exposition

Interpretation seeks to promote heritage values and its main goal is to increase awareness of the importance of heritage by enabling people to discover, explore, observe, analyze, understand, feel, experience and use it.



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Information VS Interpretation



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Presentation?

Lecture?

Education?

Communication?





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What are the aims of interpretation?

- enrich experiences
- evokes emotions
- encourage activity
- expand knowledge
- helps visitors understand the character of the place



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Why do we interpret heritage?

*“In the end, we will **conserve** only what we **love**;
we will **love** only what we **understand** and we will
understand only what we are **taught**.”*

Baba Dioum

*The General Assembly of the International Union
for the Conservation of Nature and Natural
Resources (IUCN)*

New Delhi, 1968



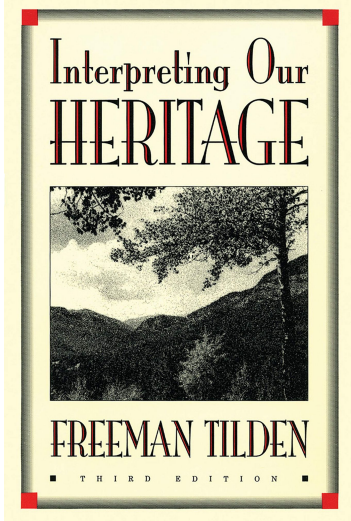
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Why do we interpret heritage?

Freeman Tilden (1883-1980)



Through interpretation - understanding;
through understanding - appreciation;
through appreciation - protection.

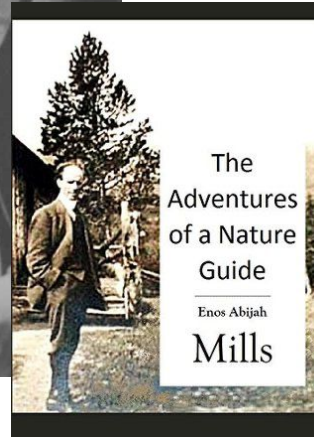


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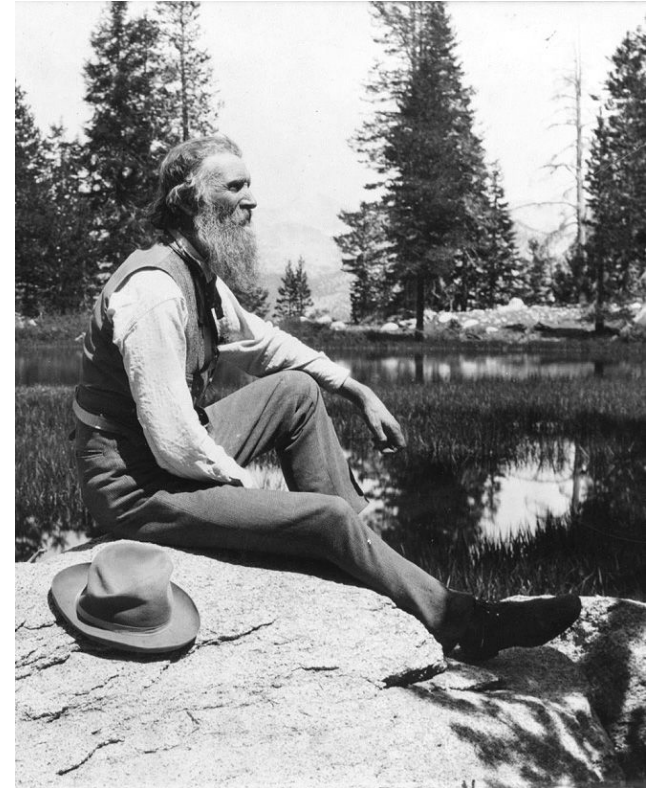


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Enos Mills (1870-1922)



John Muir (1838-1914)





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Major questions

- Why do we interpret?
- What do we interpret?
- To whom do we interpret?
- How/with what do we interpret?





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Why do we interpret?

- Main question!
- What is important?
- What is attractive?
- Do you have a story?
- Do you want to promote? Raise awareness? Conserve?



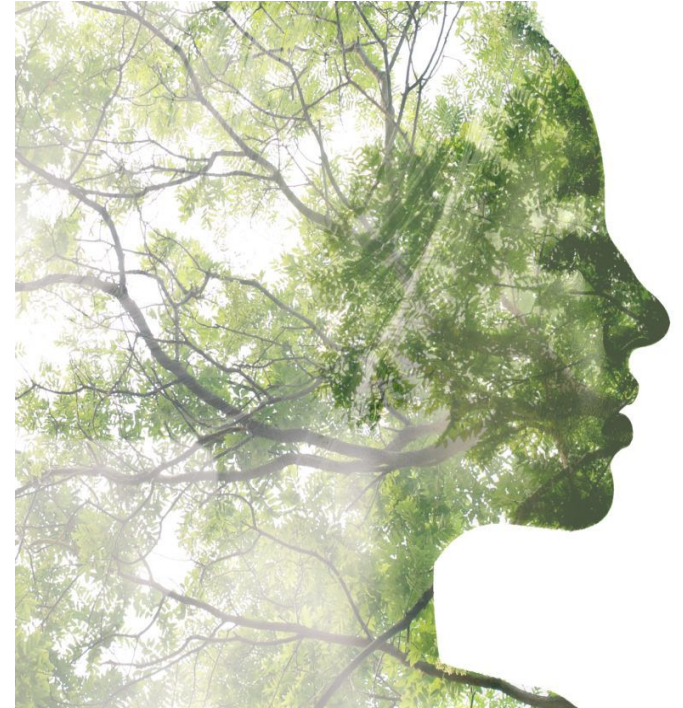
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What do we interpret?

- Tangible or intangible
- What was created by people and nature
- What we think it is
 - Important
 - Attractive
 - Endangered
 - Rare
 - Representative
 - ...





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To whom we interpret?

- **Who are they?**
- **Why are they coming?**
- **How many are there?**
- **How often do they come?**
- **Where are they from?**
- **What are they interested in?**
- **How long do they stay?**





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To whom we interpret?

- Lots of families and school groups - **adjust to age**
- Many foreign visitors - **translation**
- Lots of regular visitors - **change content and media**
- Visitors with specific interests - **what are they interested in?**
- Future visitors - **market research**





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How/with what do we interpret?

- Types of interpretation:
 - Non-personal/stand-alone - written, audio or visual messages provided to visitors without using direct personal contact with visitors.
 - Personal - with the help of the human factor (guide, interpreter, animator)



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Brochures

- Publications that convey information, orientation or educational messages.
- The most common and most economical form of non-personal services





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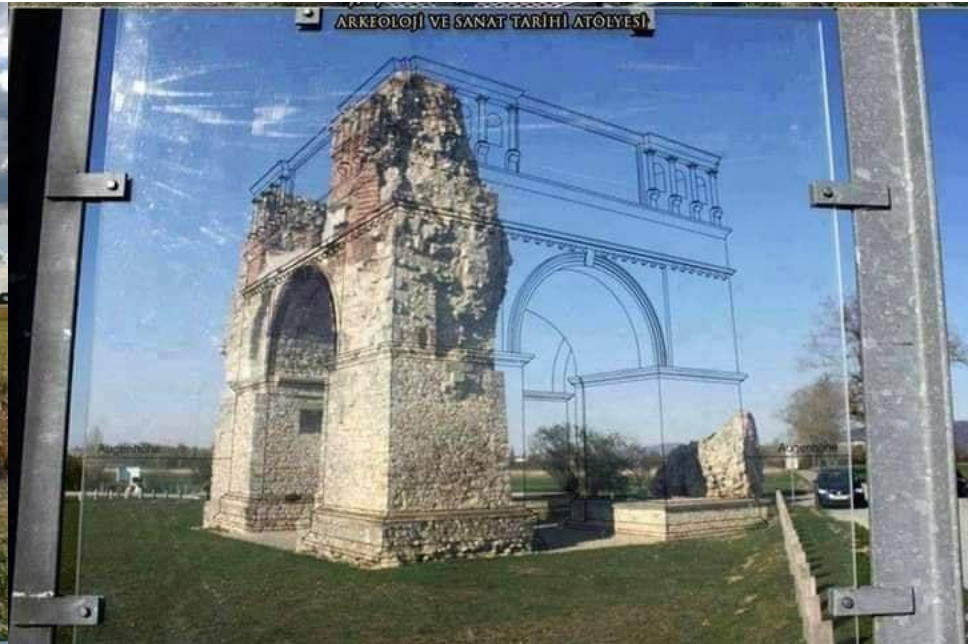
Boards/panels/signs

- Freestanding, stucked messages in specific locations.
- Usually two-dimensional, they include graphics, can be interactive, and are made of many types of materials.





Boards/panels/signs



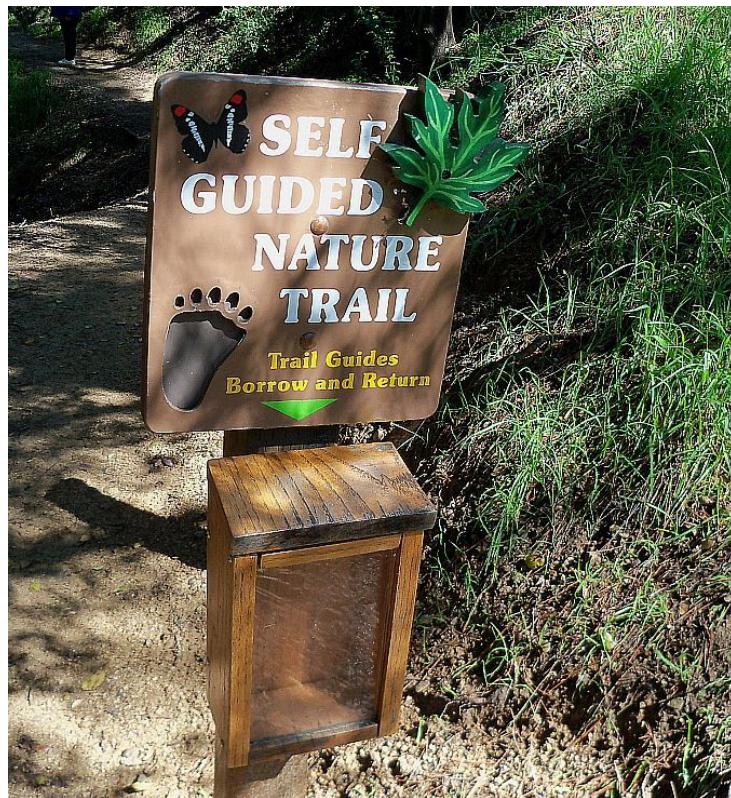


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Self-guided trails

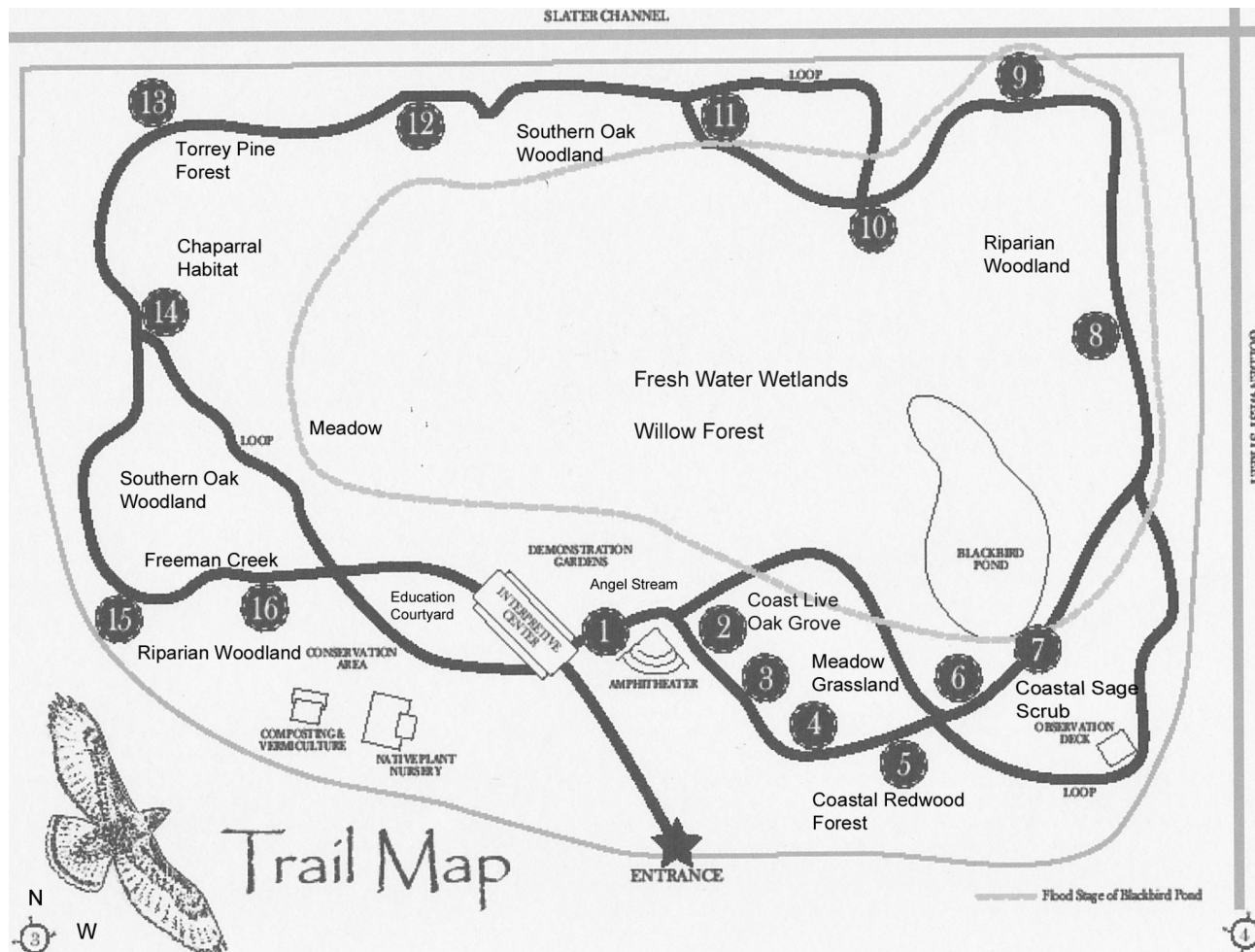
A trail that is interpreted
using brochures, signs,
mobile phones and/or other
digital devices.

An interpretive self-guided
trail can be established
along a trail.





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Visitor centres - Exhibitions





Computer kiosk Touchscreens

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Outdoor exhibitions/exhibits





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Audio guides

- Interpretation is carried out through devices that visitors receive at the entrance to the site
- The visitor follows the numbered point-to-point instructions
- Multiple languages
- Included in the entrance fee or charged additionally





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Websites

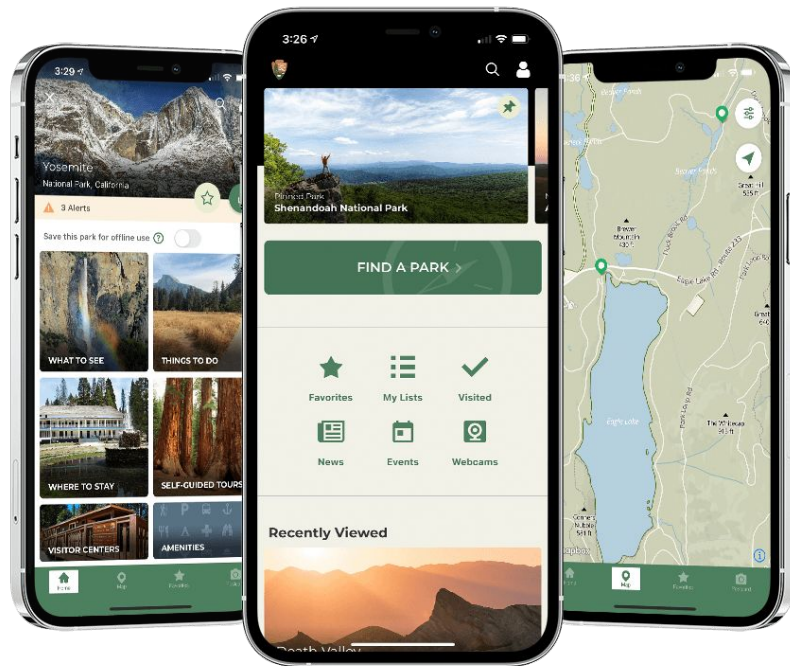
- www is often the first place visitors look for information.
- Websites may feature **maps, guides, podcasts, school group information, trip planning, virtual tours and exhibits, written guides/brochures, seasonal updates, and rules and regulations.**
- Visitors download sections as desired and follow links to related sites.



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Smartphone apps

- They are very often in use
- Interpretation through animation
- Free download
- With and without internet
- GPS location
- Open and closed space





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Virtual and augmented reality

- the real world is replaced by a virtual one
- a set of technologies that enable the generation of visual, sound and other sensory experiences.
- museums and galleries can use VR for different purposes





Personal interpretation





Personal interpretation



Tour guide

VS



Story teller



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Practical exercise



Media that you use






Media you would like to implement



Media that is not relevant

	CERVA IRHAMAH PRA	BUDI	DANPO.	NPS	TNP	OSLOW NP	NP MALA FATRA	NP PODKWI	NPFG
BROCHURES	✓	✓	✓	✓	✓	✓	✓	✓	✓
INT. PANELS	✓	✓	✓	✓	✓	✓	✓	✓	✓
GUIDE SERV.	☹	✓	😊	✓	☹	✓	😊	😊	😊
MODERN TECH.	😊	✓	✓	✓	✓	✓	😊	😊	😊
VIS. CENT.	☹	✓	✓	😊	✓	✓	😊	😊	😊
EXHIBITION	✓	✓	✓	✓	✓	✓	😊	😊	✓
				✓	✓	✓	✓	😊	😊

 Media that you use
 Media you would like to implement
 Media that is not relevant



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Planning interpretation - **The Plan**





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Planning interpretation / in theory

- Purpose (WHY),
- Audience (WHO),
- Outcomes (WHAT)
- and interpretive delivery mechanisms (HOW).



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Planning interpretation / in practice

- introduction;
- context – the background to the project;
- vision of the organisation – a reminder for internal readers and context for external readers;
- heritage statement – a description of the heritage asset you are proposing to interpret, perhaps a written statement of significance or conservation statement;
- strategic integration – how this plan fits with other plans and/or heritage sites;
- current offer – a review of existing interpretation;
- interpretive objectives – why you're doing this;
- audiences – current and potential and what you know about them already, including a summary of any segmentation and/or pen portraits and any market testing results;
- front-end and formative testing plans/results;
- visitor outcomes – what you expect visitors experience;
- themes and/or messages – what you would like visitors to take away with them;
- interpretive thinking – the principles of your work and the rationale behind what you are proposing;
- audience/interpretive rationale – a description of how audience insight has had a direct impact on the interpretation you are proposing;
- visitor journey – a description of what visitors will experience, from start to finish, including visitor flow and circulation;
- accessibility – how the interpretation will be accessible to all;
- interpretive methods – the devices you intend to use;
- design – the look and feel of 2D and 3D elements;
- comparators – other heritages sites that have inspired you or set a precedent;
- practical integration – how this plan will fit with rest of the heritage site;
- participation – a description of how audiences will be involved in the creation of content;
- summative evaluation – how you intend to evaluate your work once completed;
- renewal and maintenance – what will need to be done to keep the resulting interpretation in check once it has been installed;
- budget – an indication of what this will all cost;
- schedule – a programme of activity between sign off and opening date;
- management – how the project will be overseen and kept on track;
- personnel – the people who will deliver this interpretation plan.



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Planning interpretation / key planning issues

1. **Why** do you want to interpret something?
2. **Who** should be *involved* in the interpretive process?
3. **What** are you **interpreting**?
4. **Who** you are interpreting **for**?
5. **What messages** do you want to communicate?
6. **What** are your specific **objectives**?
7. **What media** will you use?
8. **How** will your interpretation be **implemented**?
9. **How** will it be **evaluated**?
10. **How** will it be **maintained**?



Practical exercise



WATERFALL MODERN TECHNOLOGY

1. IT's a bad way WATERFALL, better with Agile
2. Issues in the IT industry, security
3. Problems of water, food and local products
4. IT languages, water generation
5. IT languages, the impact of water, respect for the source



Practical exercise





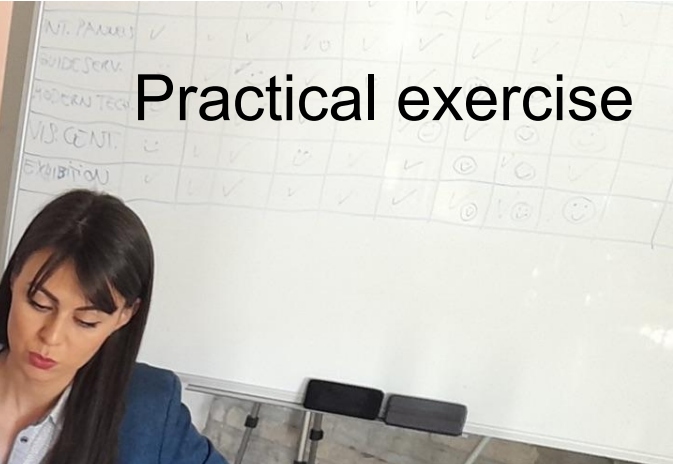


Practical exercise



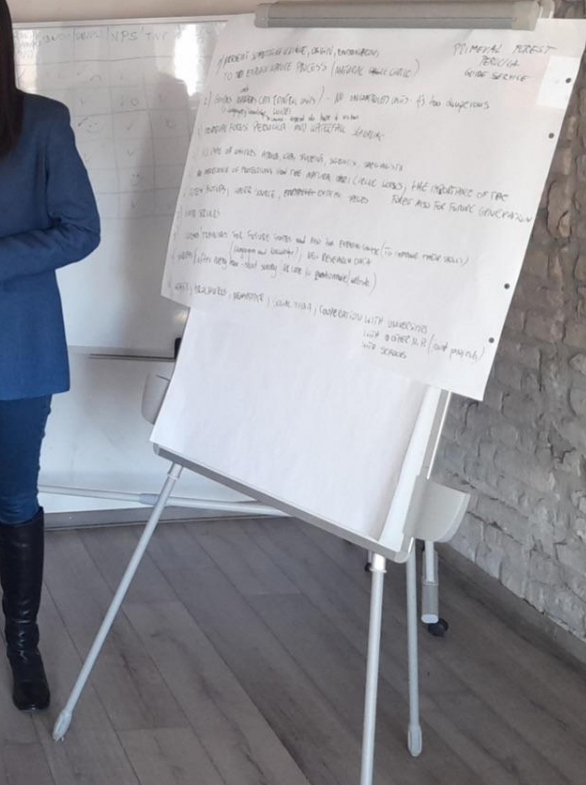
Handwritten notes on a large sheet of paper:

- 1) Presenting something unique (original) innovations (initially small circles) - no interconnected units - it's too early
- 2) To find external inputs process (initially small circles)
- 3) Changes (initially small circles) can control units (initially small circles) - no interconnected units
- 4) Changes (initially small circles) can control units (initially small circles) - no interconnected units
- 5) Changes (initially small circles) can control units (initially small circles) - no interconnected units
- 6) Changes (initially small circles) can control units (initially small circles) - no interconnected units
- 7) Changes (initially small circles) can control units (initially small circles) - no interconnected units
- 8) Changes (initially small circles) can control units (initially small circles) - no interconnected units
- 9) Changes (initially small circles) can control units (initially small circles) - no interconnected units
- 10) Changes (initially small circles) can control units (initially small circles) - no interconnected units





Practical exercise





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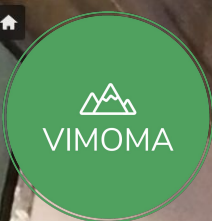


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360 Tour / Step by step

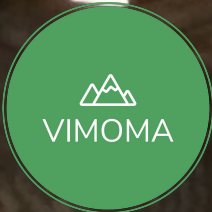
1. Make a sketch of the space
2. Determine the points where the camera will be placed
3. Taking 360 photos
4. Creating content for each spot
5. Creation/digitalization of the base/plan
6. Creating the tour



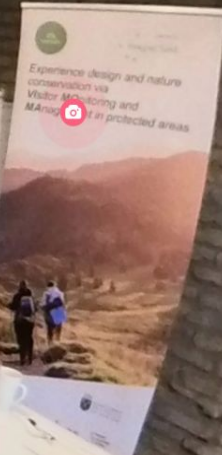


Practical exercise





Practical exercise











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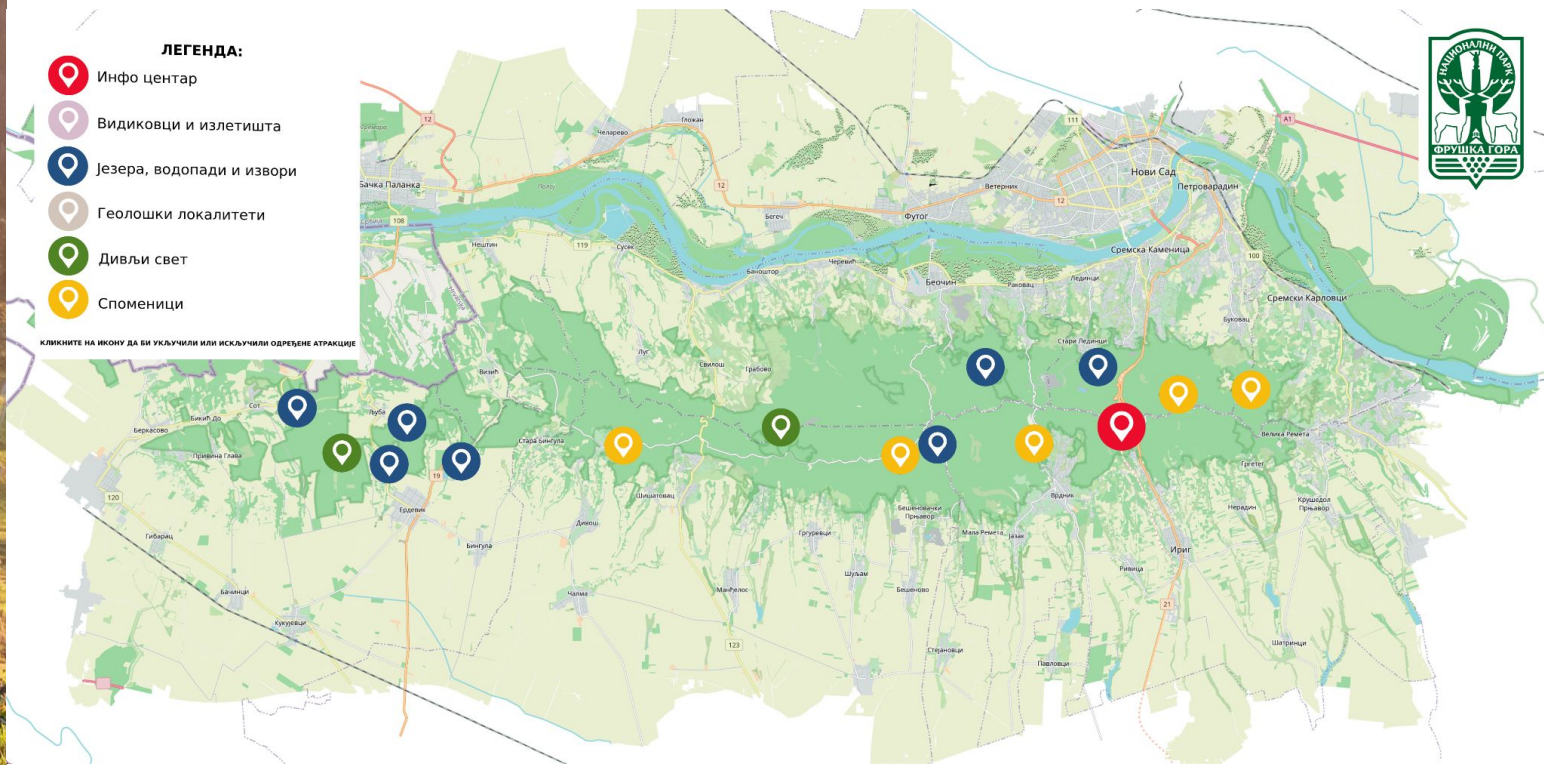
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360 Tour / The epilogue

ЛЕГЕНДА:

-  Инфо центар
-  Видиковци и излетишта
-  Језера, водопади и извори
-  Геолошки локалитети
-  Дивљи свет
-  Споменици

КЛИКНИТЕ НА ИКОНУ ДА ВИ УКЉУЧИЛИ ИЛИ ИСКЉУЧИЛИ ОДРЕЂЕНЕ АТРАКЦИЈЕ





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Thank you for the attention

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