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VISITOR MANAGEMENT THROUGH
INFORMATION AND INTERPRETATION

PLEASE RETURN
TO

GIL FIELD

Subject Area: Visitor Management Through Information and Interpretation

References: Notes from Recreation Management Workshop, CALM Recreation Policy and Community Education and Interpretation Policy

General Aims:

At the completion of this subject, the participants should:

Knowledge:

1. Have an understanding of the principles and procedures of communication with current and potential visitors to CALM land.
2. Understand the link between the communication process and effective management of land and water resources.

Skills:

3. Demonstrate an ability to analyse both visitor needs and land capability to determine the most effective means of influencing visitor behaviour.
4. Be able to prepare a communication plan to meet management objectives.

Attitudes:

5. Recognise that communication is an essential component of visitor management.
6. Be motivated to apply these skills to visitor management.

Synopsis:

This subject will cover the principles and procedures to be followed in planning and implementing communication programmes. Special reference will be given to the topics of visitor safety and planning for the needs of disabled visitors. Overseas trends in visitor management and interpretation programmes will also be considered.

ADVANCED RECREATION PLANNING AND MANAGEMENT COURSE

VISITOR MANAGEMENT NOTES

COMMUNITY EDUCATION AND INTERPRETATION POLICY

INTERPRETATION PRINCIPLES

GUIDELINES :

- . INTERPRETIVE COMMUNICATION
- . INTERPRETIVE FACILITIES SYSTEM
- . NATURE RECREATION PRODUCTIONS
- . INTERPRETIVE ACTIVITIES
- . INTEGRATING COMMUNICATION PROGRAMS

W A NATURAL SYSTEMS

NATURAL SYSTEM/NATURAL AREA INTERPRETIVE
PRODUCTIONS SYSTEM

COMMUNICATION PLAN : THE INTERPRETATION PLANNING
PROCESS

- . INTERPRETATION INVENTORY AND ANALYSIS -
DIAGRAM
- . INTERPRETATION INVENTORY AND ANALYSIS
(2 PAGES)
- . INFORMATION INVENTORY (2 PAGES)

COMMUNICATION PLANNER (2 PAGES)

THE COMMUNICATION PROCESS

THE PRODUCTION PROCESS

IMPLEMENTATION

PRIMARY OBJECTIVES

Five primary objectives have been established:

MANAGEMENT

To protect, restore and enhance the value of resources entrusted to the Department so as to meet, as far as possible, the diverse expectations of the community.

CONSERVATION

To conserve the indigenous plant and animal species and environmental processes in natural habitats throughout the State.

PRODUCTION

To provide and regulate the supply of those renewable resources that Government decides should be used, on a sustained yield basis for the satisfaction of long term social and economic needs, and in a manner that minimises impact on other values.

RECREATION

To facilitate the public enjoyment of the natural attributes of public lands and reserved waters in a manner that does not compromise conservation and other management objectives.

KNOWLEDGE

To seek a better understanding of the natural environment and to promote awareness and appreciation of its values.

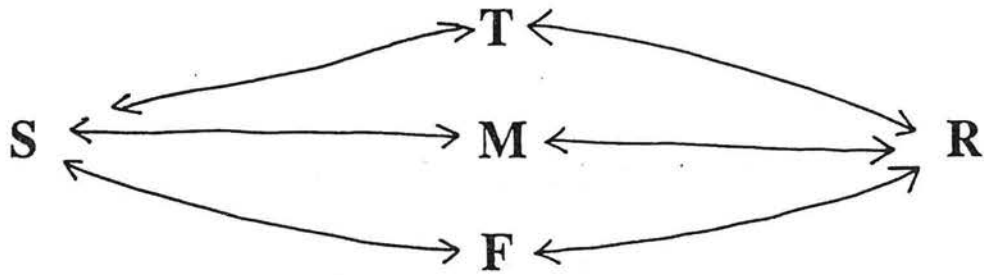
CALM'S PUBLIC COMMUNICATION PROGRAMS

- * INFORMATION**
- * ADVISORY, LIAISON,
CONSULTATION**
- * INTERPRETATION**
- * COMMUNITY EDUCATION**
- * COMMUNITY INVOLVEMENT**

INTERPRETIVE OBJECTIVES ARE DERIVED FROM:

- * CALM ACT**
- * CORPORATE PLAN "KNOWLEDGE
OBJECTIVE"**
- * COMMUNITY EDUCATION POLICY**
- * COMMUNITY EDUCATION
STRATEGIC PLAN**
- * MANAGEMENT PLAN**
 - . REGION**
 - . AREA**
 - . SITE**

A COMMUNICATION MODEL



S - SENDER

M - MESSAGE

T - TECHNIQUE

R - RECEIVER

F - FEEDBACK

IT IS AN INTERACTIVE PROCESS WHEN PEOPLE COMMUNICATE PERSONALLY

RESOURCE MANAGEMENT

PEOPLE MANAGEMENT

MANAGING PEOPLE INVOLVES:

- . PHYSICAL SETTING**

(SITE DESIGN)

- . MENTAL SET - ATTITUDES, EXPECTATIONS**

(INFORMATION SYSTEM)

**SITE DESIGN AND THE INFORMATION SYSTEM
ARE THE ESSENTIAL INGREDIENTS IN THE
VISITOR EXPERIENCE**

INFORMATION SYSTEM

IS

COMMUNICATIONS

COMMUNICATIONS CAN BE

- . PERSONAL**
- . NON-PERSONAL**

PERSONAL COMMUNICATIONS CAN BE

- . PLANNED**
- . INFORMAL**

**WE COMMUNICATE TO BOTH NATURE
RECREATORS AND POTENTIAL NATURE
RECREATORS**

WE COMMUNICATE TO SPECIFIC USER GROUPS

WE COMMUNICATE TO THE GENERAL COMMUNITY

WE TARGET A VARIETY OF AUDIENCES

**OUR COMMUNICATIONS TO NATURE RECREATORS
ARE**

- . PRE-VISIT**
- . ON-SITE**
- . POST VISIT**

WE UTILIZE A VARIETY OF TECHNIQUES

*

INTERPRETATION TECHNIQUES

	PERSONAL		NON PERSONAL
	INFORMAL	PLANNED	
* PRE-VISIT			
* ON-SITE			
* POST VISIT			

INTERPRETIVE COMMUNICATION

SENDERS	RECEIVERS	MESSAGE	MEDIUM	EVALUATION
. CALM	(TARGET AUDIENCE)		(TECHNIQUE)	
. OTHER				



	PERSONAL		NON PERSONAL
	INFORMAL	PLANNED	
* PRE VISIT			
* ON SITE			
* POST VISIT			

Guiding Principles of Interpretative Communication

The natural and cultural resources of the area should be the focus of interpretative communications.

Let the natural and cultural resources tell their own stories by encouraging visitors to discover the area and its stories for themselves.

Use interpretative techniques to tell stories that are not immediately apparent or able to be experienced directly.

A variety of interpretative techniques should be used to communicate to visitor and others with a range of needs, expectations and attitudes.

Use non-personal techniques to meet the essential needs of the communication program.

Use personal techniques to compliment the non-personal techniques of the communication program.

Personal techniques are most appropriate at sites where development and concentrations of people occur.

Personal techniques should encourage and assist visitors to develop "self exploratory" skills (so they can discover the area and its stories for themselves).

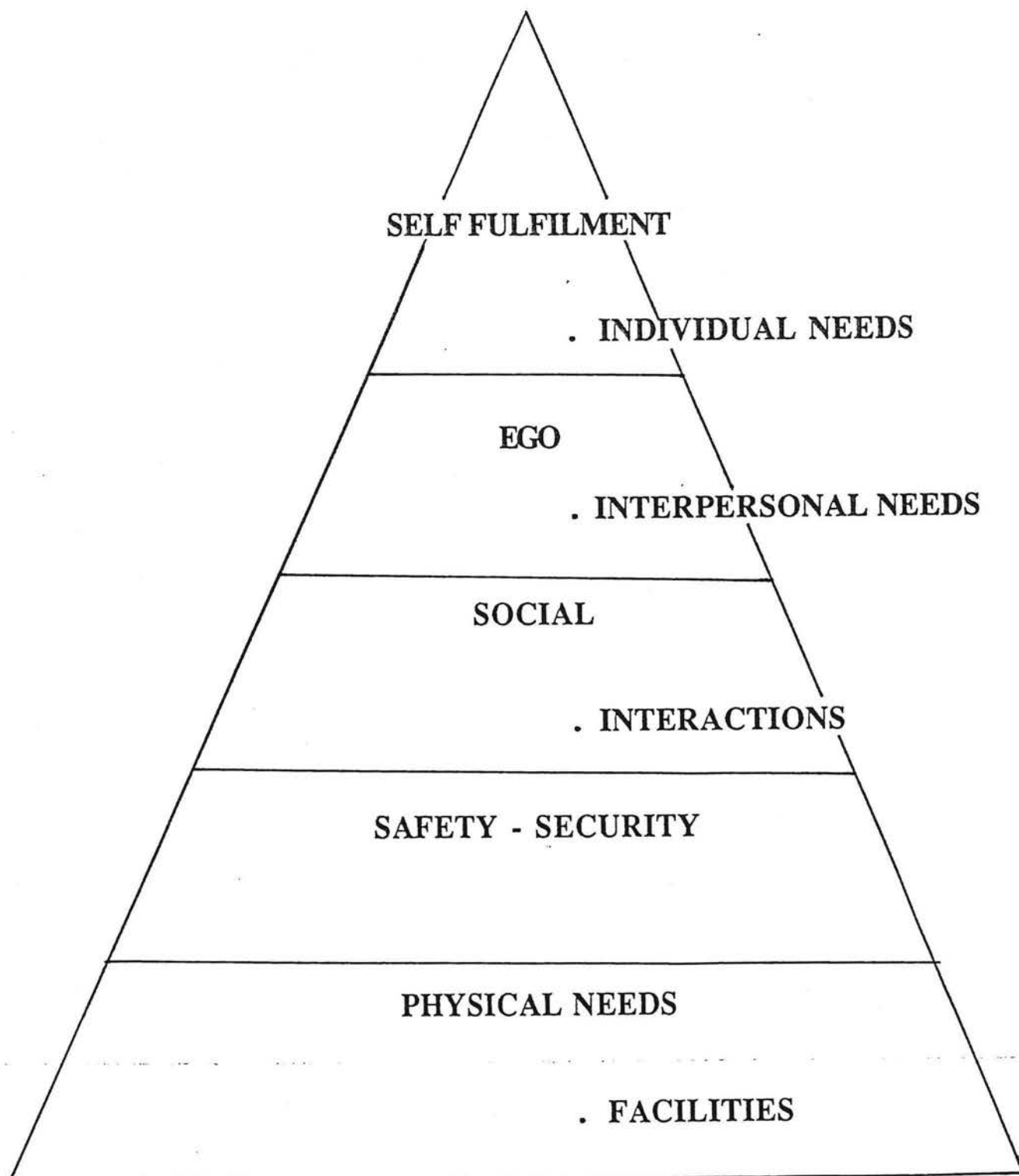
All interpretative communications should have a specific message, and objectives that are related to the CALM aim of community education and interpretation.

The effectiveness of interpretative communications in achieving objectives should be evaluated wherever possible.

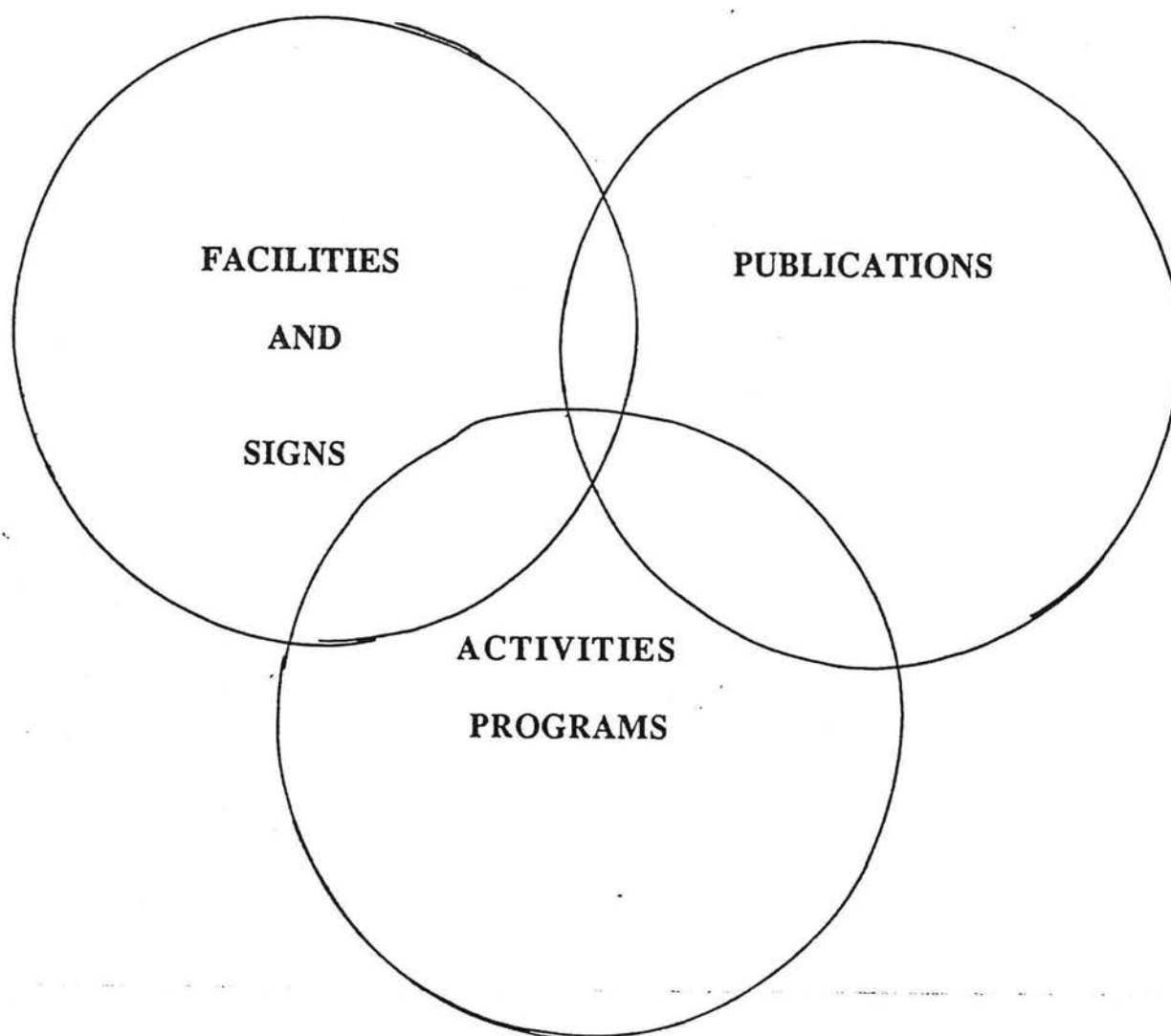
Interpretative communications should be directed at specific target audiences and communicating messages appropriate to that audience. The communication should always try to relate to the audience's experiences.

The audience's basic needs for comfort, relaxation and enjoyment should be addressed so that they are responsive to interpretative messages.

Aspire for the highest standard of presentation of CALM communications.



ONLY WHEN LOWER NEEDS MET CAN HUMANS TURN TO HIGHER NEEDS



INTEGRATING COMMUNICATION PROGRAMS

INTERPRETIVE FACILITIES SYSTEM

DIRECTION SIGN

FEATURE ENTRANCE SIGN

ENTRANCE FACILITY/SIGN

**AREA IDENTIFICATION SIGN (FACILITY/
ACTIVITY SYMBOLS)**

DISPLAY SHELTER/VISITOR CENTRE

DRIVE TRAIL/WALK TRAIL

DISPLAY SHELTER/TRAILHEAD SIGN

WARNING SIGN

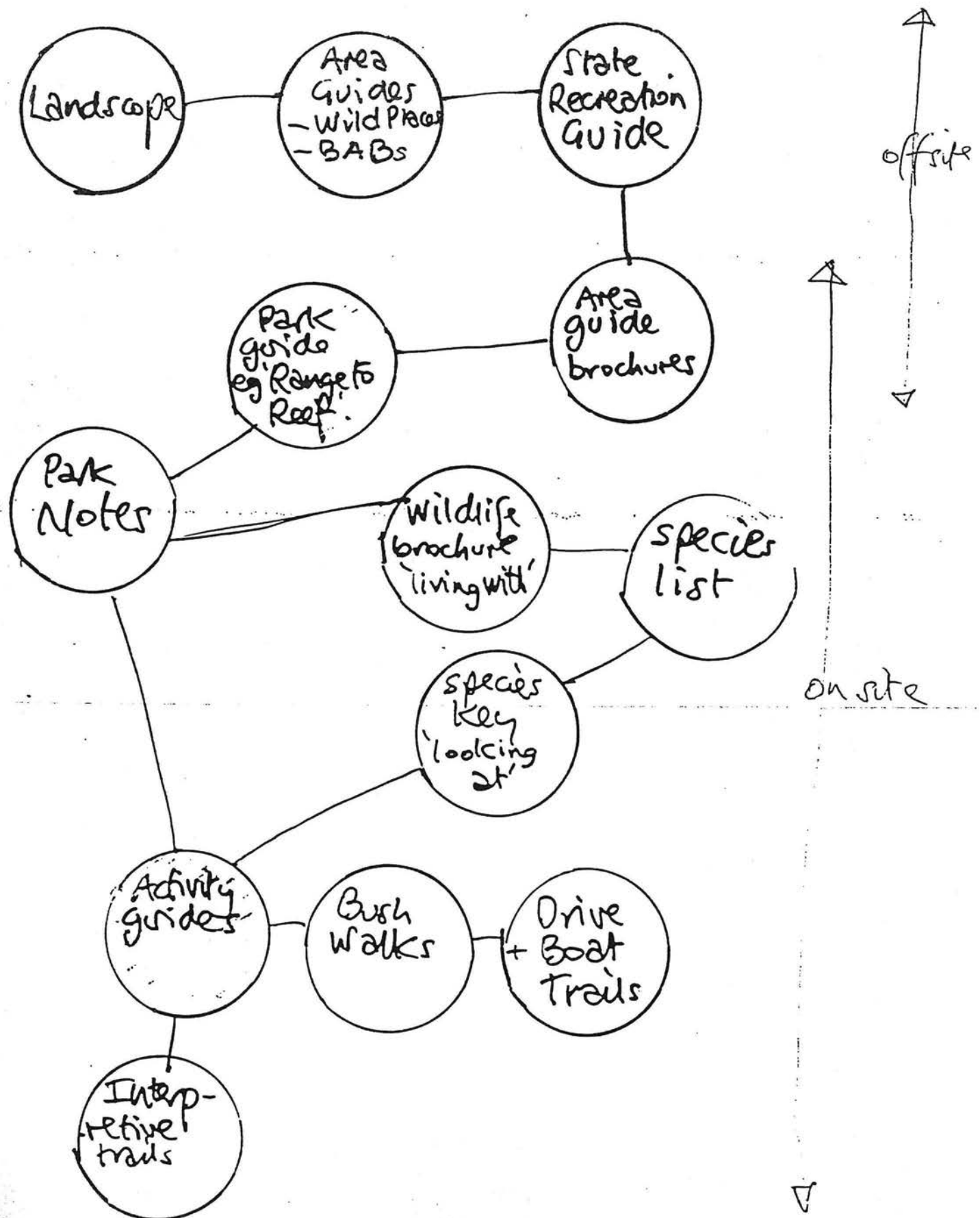
INTEPRETATION SIGN

TRAILSIDE SIGN

NATURE RECREATION PRODUCTIONS

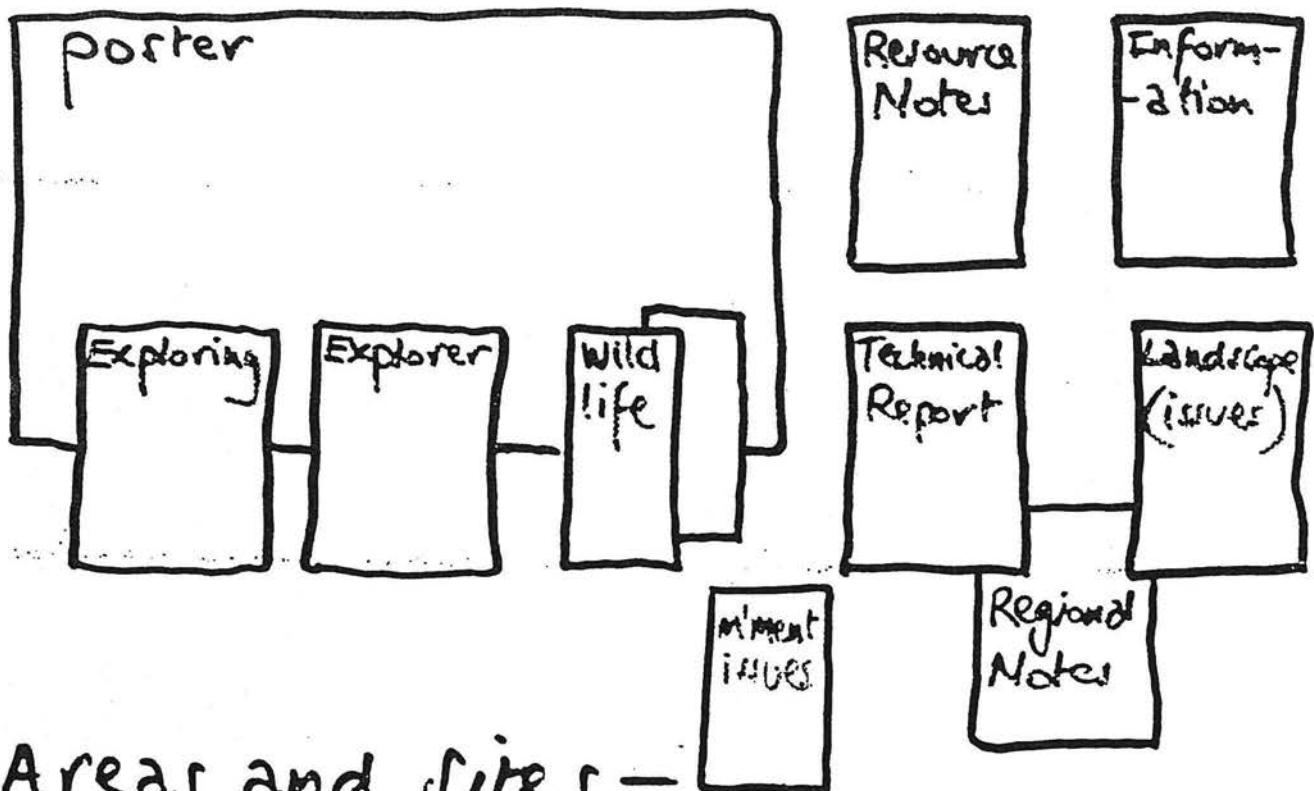
REGION/AREA/SITE	PRE- VISIT GUIDE	PARK GUIDE	DISPLAYS	INTERPRETIVE TRAILS	WALKS	OTHER

Recreation Publication Sequence



Publications System for Community Education and Interpretation.

Communities -



Areas and Sites -



INTERPRETATIVE ACTIVITIES

Guided Walks

- * Ramble
- * Stations
- * Theme
- * Sensory

Guided Activities

- * "Earthwalks"
- * Wildlife observation activities:
 - . Birdwalks
 - . Fauna surveys
 - . Spotlighting
 - . Botanical
- * Concept building activities
- * Problem solving activities
- * Art and craft activities

Campfire Activities

- * Talks and discussions
- * Stories
- * Songs
- * Slides
- * Films and videos

W A Natural Systems

South West

- * Jarrah forest
- * Karri forest
- * Wandoo woodland
- * Granite outcrops
- * Coastal wetlands
- * Swan Coastal plain
- * Caves
- * Coastline

Greenough/Wheatbelt/Goldfields/South Coast

- * Salt lakes and woodlands
- * Mulga Shrublands
- * Arid lands (Desert)
- * Stirling Range
- * Sandplain

Gascoyne

- * N W Cape
- * Coral Reefs
- * Mulga Shrublands and Spinifex

Pilbara

- * North West Coast
- * North West Ranges and Tablelands
- * Mulga Shrublands and Spinifex
- * Arid Lands (Desert)

Kimberley

- * Devonian Reef
- * Tablelands
- * Coastline
- * Grasslands
- * Arid Lands (Desert)

Interpretative Productions System

* Natural System

Exploring system

Explorer

Poster

Resource Notes

* concepts

Information Sheets

* Wildlife Publications

(i) living with ...

(ii) looking at ...

Management Issues
(as Regional Cover Notes
or special publications)

Landscape articles

System Guidebook

Video

Displays

Drive trail publications

* Natural Area

Exploring area

Area explorer

Area poster

Resource Notes

* case studies

Park Notes

Landscape articles on area

Area Guide brochure
booklet

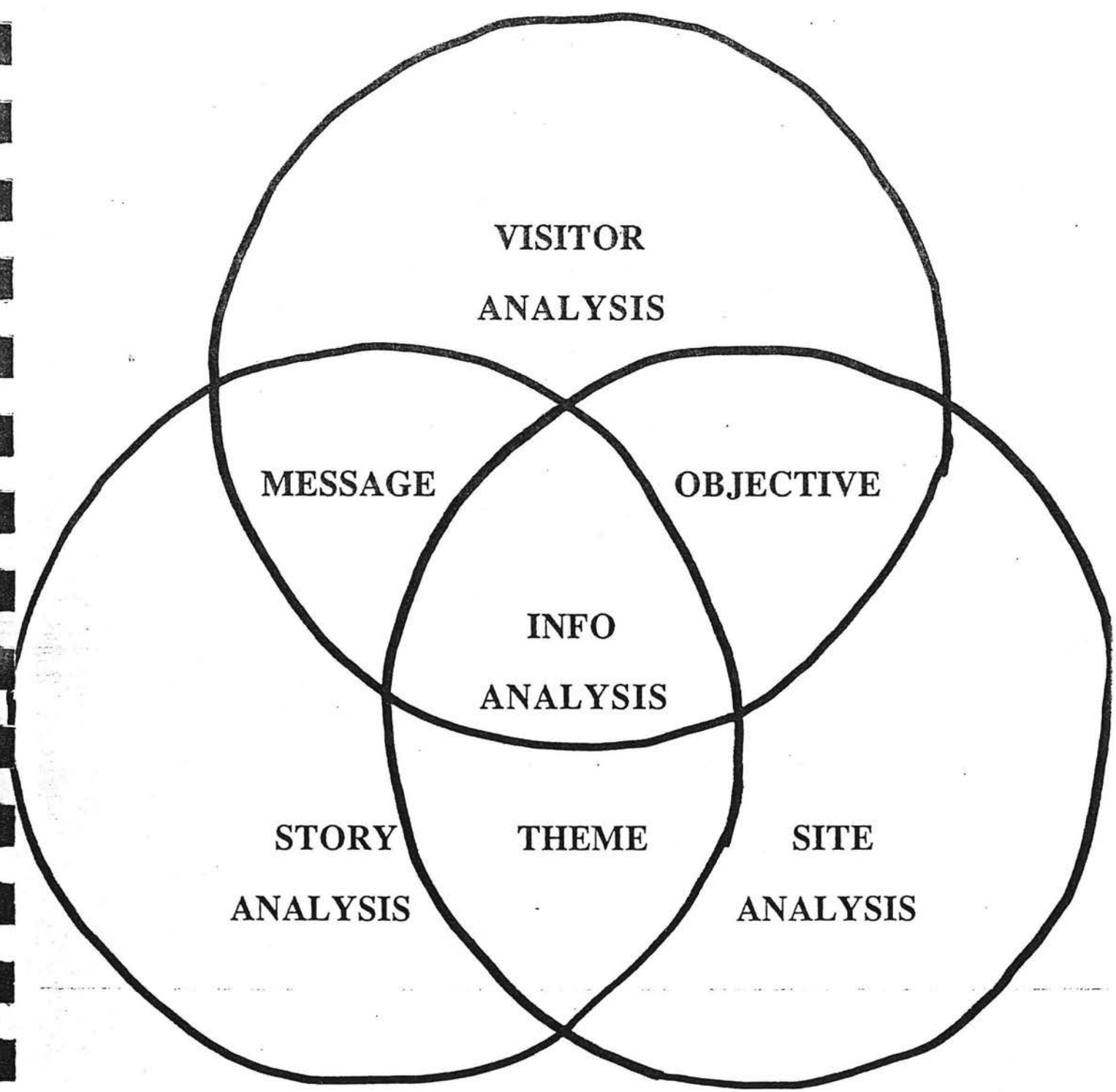
Park Video

Displays and interpretive signs

Trails publications and signs

Activity guides (general area)

* camping * bushwalks * drives



**INTERPRETATION
INVENTORY AND
ANALYSIS**

COMMUNICATION PLAN

THE INTERPRETATION PLANNING PROCESS

- * OBJECTIVES**
- * CONSTRAINTS**
- * INVENTORY OF INFORMATION**
- * ANALYSIS**
 - . SITE ANALYSIS**
 - . STORY ANALYSIS**
 - . VISITOR ANALYSIS**
- * IDENTIFY ALTERNATIVES**
 - . THEMES**
 - . STORIES**
 - . MESSAGES**
- * SELECT PREFERRED TECHNIQUE(S)**
 - . COMPLETE 'PROJECT PLANNER'**
- * IMPLEMENT**
- * REVIEW**

INTERPRETATION INVENTORY AND ANALYSIS

Region:

District:

Park:

Site:

Reference - Literature:

Personnel:

SITE ANALYSIS

Natural System:

Natural Area:

Management Objectives:

Management Problems:

Management Opportunities:

VISITOR ANALYSIS

Visitors:

- Numbers
- Expectations
- Needs
- Movements

Regional recreation opportunities:

STORY ANALYSIS

land formations and modifications

plants

animals

ecology (relationship of land, plants and animals)

human history (including area and site land use and management)

archeological

aboriginal

non aboriginal

management

themes and messages

INFORMATION INVENTORY

MAINTENANCE AND DEVELOPMENT PROGRAM

* OFF SITE (NON PERSONAL) (CALM AND OTHERS)

publications

productions

* OFF SITE (PERSONAL)

telephone enquiries

office enquiries

public enquiries

staffed displays and special events

* ON SITE (PERSONAL)

public contact (CALM)

check point/office

visitor centre

patrols

public contact (others)

* ACTIVITIES PROGRAMS (CALM AND OTHERS)

*** ON SITE (NON PERSONAL)**

**MAINTENANCE AND
DEVELOPMENT PROGRAM**

*** SIGNS**

identification signs

directional signs

information signs

interpretation signs

*** PUBLICATIONS**

*** FACILITIES**

visitor centre

display shelter

tracks and trails

hides

lookouts

other

*** PROJECTS PROPOSED**

SEE PROJECT PLANNER FOR SPECIFIC DETAILS

COMMUNITY EDUCATION AND INTERPRETATION

STAFFING

RESOURCES

PUBLICATIONS

AUDIO VISUAL

DISPLAYS

MEDIA

PUBLIC INFORMATION

PUBLIC CONTACT

PUBLIC PARTICIPATION

PARKS ACTIVITIES PROGRAM

TRAINING

SIGNS

INTERPRETATIVE DISPLAY SHELTERS

VISITOR CENTRE

WALK TRAILS

NATURE TRAILS

DRIVE TRAILS

COMMUNICATION PLANNER

PROGRAM/PROJECT

SITE

AUDIENCE

THE EXPERIENCE

AIM

OBJECTIVES FOR AUDIENCE TO ATTAIN

KNOWLEDGE OF:

SKILLS OF:

ATTITUDE OF:

DEMONSTRATE ACTIONS THAT:

COMMUNICATION PLANNER

THEME

MESSAGE(S) COMMUNICATED BY CALM

TECHNIQUE(S)

DATE

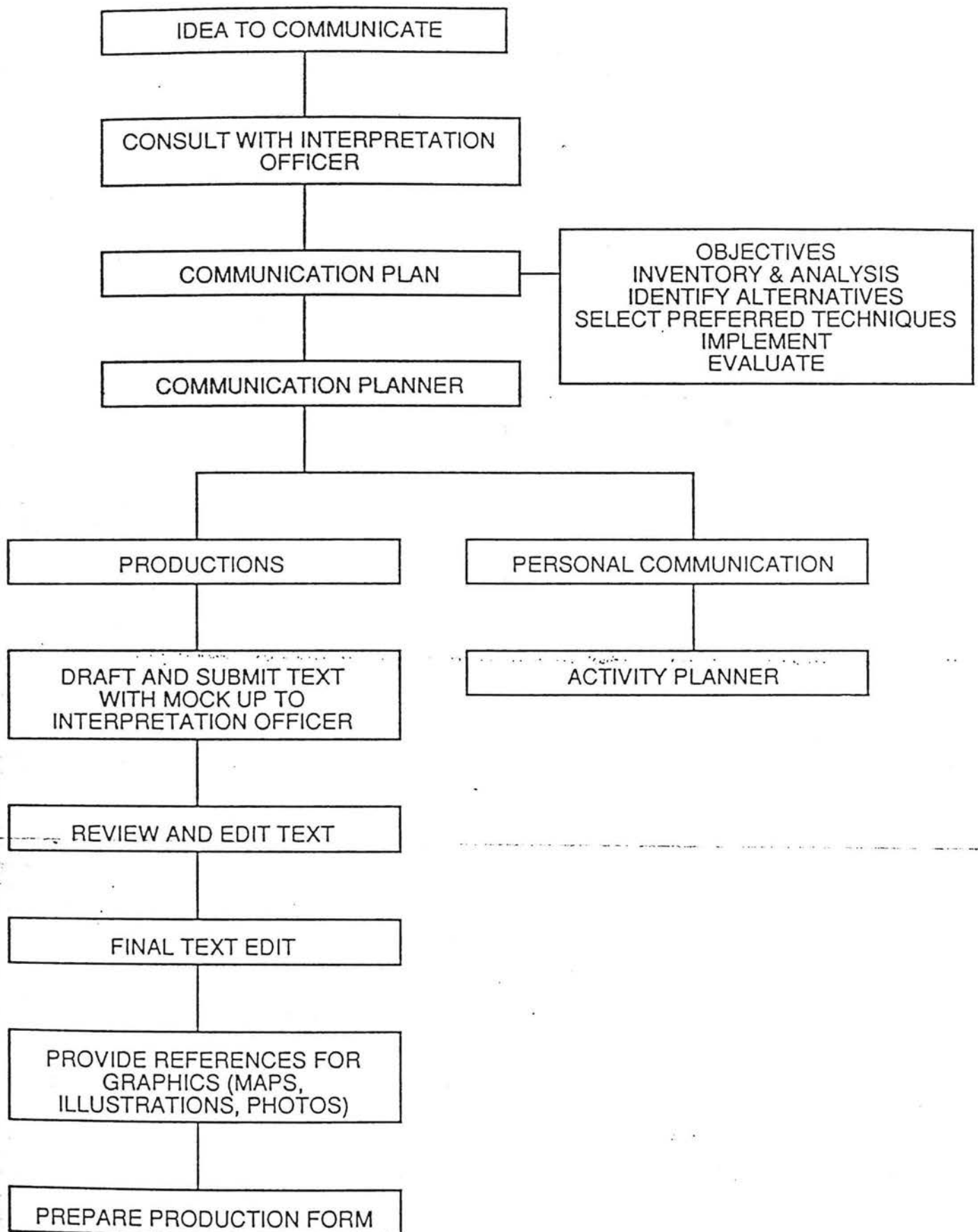
STAFF

FUNDS

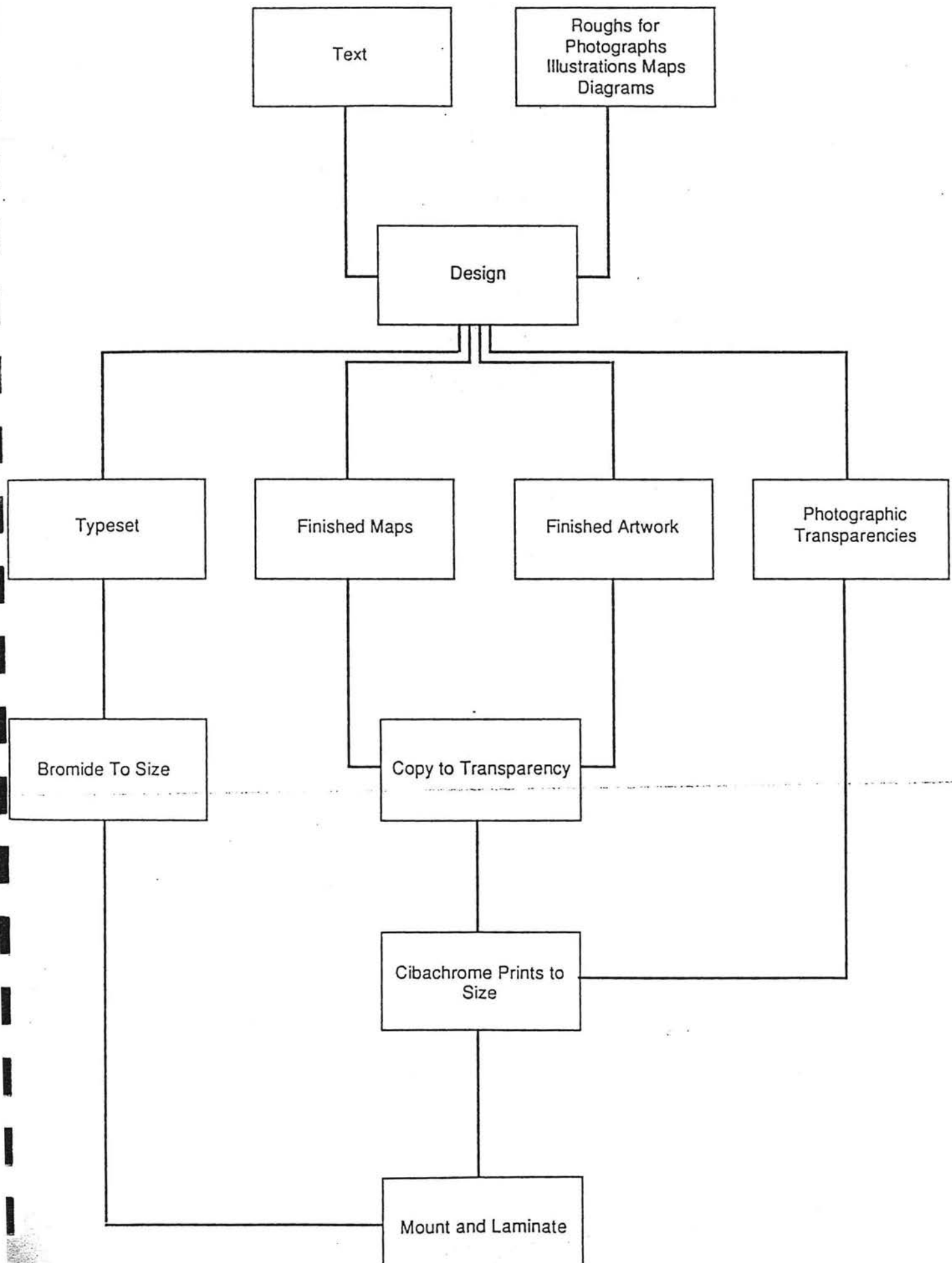
EQUIPMENT

CONTENT OUTLINE

THE COMMUNICATION PROCESS



THE PRODUCTION PROCESS



IMPLEMENTATION

Proposed

Date	Facility and Service	Cost		Requested By	Source of Funds	Funds Approved
		Labour	Production			