

BMA 210/310
Interpretation for Tourism

Semester 1, 2007

This unit will be offered in:

Hobart and Launceston

The lecturing team responsible will be:

Julia Crozier (Lecturer-in-Charge)

Room: 310 (Hobart)

Phone: 6226 2849

Email: Julia.Crozier@utas.edu.au

<http://www.utas.edu.au/management/student.htm>

Introduction to the Unit

Interpretation is a key component of any tourism experience. Without interpretation, people would not be inspired to engage in tourism, would not be able to find their way to locations or around them, nor would they understand the significance of, or be entertained by, the subject of interest. From subliminal interpretation such as architecture through to the more obvious forms such as maps, information boards and guiding, interpretation acts a key variable in creating a satisfactory tourism experience.

The purpose of this unit is to give students an understanding of ways in which the tourism experience can be interpreted, and insight in to why interpretation is such an integral part of any tourism experience.

As well as examining different forms of interpretation, the unit will explore key learning theories related to communication. It will also provide an understanding of ways in which interpretation and communication can be planned and evaluated.

Learning Outcomes

On completion of this unit, you should be able to:

- Understand why interpretation is multifaceted
- Understand why interpretation can be audience focussed and audience led
- Understand how interpretation is more than the communication of facts and figures
- Understand the basic academic principles and theories about interpretation and communication
- Question and implement planning practises
- Understand the importance of on-going evaluation

Generic Graduate Attributes

The University has defined a set of generic graduate attributes (GGAs) that can be expected of all graduates (see <http://www.utas.edu.au/tl/policies/index.htm>). By undertaking this unit you should make progress in attaining the following attributes:

Knowledge

- Students will gain a holistic view of interpretation within tourism. Students will learn **why** interpretation is important for any tourist experience as well as **how** interpretation for tourism is implemented.

Communication Skills

- Interpretation is about communication. Students will learn how to identify the message and the best tactics for communicating that message with the wider public.
- Students will learn to communicate effectively through both written and oral mediums and to present well-reasoned arguments in a logical and coherent manner.

Problem Solving Skills

- Students will learn how to analyse communication problems and suggest feasible solutions to them.
- Students will learn how to formulate measurable goals for their interpretation activities
- Students will learn how to evaluate outcomes effectively

Global Perspective

- Interpreters understand their role within a global context in conjunction with their global audience.
- To demonstrate awareness of impact of global trends on tourist attitudes and interpretation.
- To develop an understanding of the role of technology and global information systems and their effect on tourism and communications

Social Responsibility

- To appreciate the ethical and legal issues involved in interpretation, especially in relation to the types of messages being communicated.
- To understand the social responsibilities inherent in conservation and preservation within tourism

Prerequisites

For BTourism students: BMA104 Principles of Tourism or BMA105 Tourism Practices
For other degrees: 100% of level 100 units.

Texts

Prescribed Texts

There is no prescribed text for this unit.

School Publications

Students must obtain the following electronic publications which are available from the School of Management website:

<http://www.utas.edu.au/management/student.htm>

Writing Assignments: A Guide

School of Management Referencing Style

Recommended Reading

The publications listed below are highly recommended for further reading on the topics covered in the unit. The following will be useful references throughout your Tourism course, many are available in the Library and in Special Reserve.

Carter, J. (Ed.). 1997. *A sense of place: An interpretive planning handbook*. Inverness: Tourism and Environment Initiative. Chapters 2-6. Available on line at <http://www.scotinterpnet.org.uk/> click on reports

Ham, S. 1992. *Environmental interpretation: A practical guide for people with big ideas and small budgets*. Golden, Colorado: Fulcrum Publishing.

Knudson, D., Cable, T., and Beck, L. 2003. *Interpretation and cultural resources*. Pennsylvania: Venture Publishing.

McKercher, B. & du Cros, H. *Cultural tourism: The partnership between tourism and cultural heritage management*. 2002. Binghamton NY: The Haworth Press.

Moscardo, G. 1999. *Making visitors mindful: Principles for creating sustainable visitor experiences through effective communication*. USA: Sagamore Publishing.

Pastorelli, J. 2003. *Enriching the experience*. Frenchs Forest. NSW: Pearson Educational.

Roth, S. 1998. *Past into present: Effective techniques for first-person historical interpretation*. The University of North Carolina Press.

Tilden, F. 1977. *Interpreting our heritage* (3rd ed.). The University of North Carolina Press.

Uzzell, D. & Ballantyne, R. 1998. *Contemporary issues in heritage & environmental interpretation*. London: The Stationary Office.

Reader

A Tourism Reader is included on the lecture CD. The Reader contains essential articles and chapters to be used in preparation for lectures, tutorials and assignments.

A Hint: when preparing assignments make sure you look for sources in the Reader as well as the Library or on the Web. Many students have spent time and money photocopying articles and chapters which already appear in the Reader.

Journals and Periodicals

Apart from books, you will find it valuable to get into the practice of reading relevant articles from journals and periodicals (including newspapers and magazines).

Annals of Tourism Research (on line via Utas)

Tourism Management (on line via Utas)

Journal of Tourism Studies

Journal of Interpretation Research

Journal of Environmental Education

Flexible Learning: WebCT Vista

WebCT software has been incorporated into the delivery of this unit to enhance the learning experience by providing access to up to date course materials and by allowing for online discussion through this web based environment.

The School of Management has prepared a WebCT Information Sheet which includes access guidelines and contact information. It is available to download as a word document from the School of Management website: <http://www.utas.edu.au/management/student.htm>

Privacy Policy and Notice

The School of Management takes the utmost care to protect the privacy and security of your personal information and to ensure its accuracy.

If you have any concerns about your privacy in WebCT please contact the lecturer-in-charge of this unit or view the University of Tasmania WebCT Privacy Policy Statement available from the university website on <http://www.utas.edu.au/courseonline/privacy/index.html>.

Assessment

In order to pass this unit you must achieve an overall mark of at least 50 per cent of the total available marks. Details of each item of Coursework are provided in the Assignment Topics section.

Method of Assessment	Value	Due Date	Length*
Coursework			
Test	5%	This test MUST be completed before Friday 16 March (end week 3).	
Discussion Board participation	5%	Various	
Presentation	10%	Launceston – 15 May 2007 Hobart – 16 May 2007	
Interpretation evaluation	20%	Various	
Report	20%	21 May 2007, 2.00pm	2500 words
Examination	40%	Exam Period	
Total Marks	100		

* **Word Limit:** The word count includes such items as headings, in-text references, quotes and executive summaries. It **does not** include the reference list at the end of the assignment.

Study Week

All undergraduate units offered by the School of Management are scheduled to include a Study Week. The dates for this Semester are shown in the attached Study Schedule.

The purpose of the Study Week is to allow students an opportunity to consolidate their studies thus far, and to research coming assignments.

Test

Format

The content of this test is based on the principles of interpretation. Students need to read through the academic literature covered during the first face to face lecture, the full texts of which are included on the CD.

The test will be multiple-choice and will consist of 20 questions. Students have until the end of week 3 (Friday 16 March) to complete this test, it will then be removed from Vista. Students will be allowed to refer to their texts during the test, they will be allowed half an hour in which to complete the test. After this time WebCT Vista will stop additional answers from being made.

Examination

Format

Students will answer three essay questions from a choice of five questions. The exam will take two hours.

Scheduled date and place

Your final examination for this unit will be held during the scheduled examination period as indicated by Student Administration in correspondence to you.

Examinations will normally be scheduled Monday to Saturday inclusive. Examinations may be held during the day or evening and students should consult the university information which will be made available towards the end of semester.

You are advised to make any necessary arrangements with employers now for time off during examination period to sit this examination. Your participation at the scheduled time is not negotiable unless there are exceptional circumstances.

Note that you will be expected to sit the examination at your recorded study centre.

Supplementary Examination

Except in special circumstances and on the recommendation of the lecturer-in-charge or the Head of School, a student who fails will not be granted a supplementary examination.

Special Consideration and Student Difficulties

If a student is experiencing difficulties with their studies or assignments, have personal or life planning issues, disability or illness which may affect their course of study, they are advised to raise these with their lecturer or the Catalyst Officer in the first instance. The Catalyst Officer will be able to help in identifying the issues that need to be addressed, give general advice, assist the student by liaising with academic staff, and refer students to any relevant University-wide support services available provided by Student Services, International Services and Learning Development. The Catalyst Officer is located in room 318a in the Commerce Building in Hobart and is contactable by phone on 6226 1916.

Should a student require assistance in accessing the Library visit their website for more information at <http://www.utas.edu.au/library/>

Students who have completed their examinations and who feel that they have been disadvantaged due to illness or other circumstances affecting their study, may fill out a form to request that their lecturer takes this into consideration when marking the examination. Forms should be submitted directly to the relevant school, accompanied by appropriate supporting documentation, as soon as possible after the completion of the examination. Granting of special consideration is at the discretion of the lecturer and school. The relevant form can be found at the following website:

http://www.studentcentre.utas.edu.au/examinations_and_results/forms_files/index.htm#eits

Students with a non-English speaking background may be permitted to take a bilingual dictionary into an exam. This dictionary must not be annotated, that is, must have no notes written in it. In order to use a bilingual dictionary students must request permission from the Student Centre.

Submission of Coursework

Lodging Coursework

All Coursework (the Reports) will be submitted electronically. All work must have the School of Management Assignment Cover Sheet and Title Page attached. Both of which are available as a blank template from the School of Management website: <http://www.utas.edu.au/management/student.htm> **The electronic forms can be found under Resources for Students.**

Please remember that you are responsible for lodging your Coursework on or before the due date. We suggest you keep a copy. Even in the most 'perfect' of systems, items sometimes go astray.

STUDENTS MUST INCLUDE THEIR NAME AND STUDENT ID NUMBER AS A HEADING OR FOOTNOTE ON ALL WORK SUBMITTED ELECTRONICALLY.

Late Coursework

Written Work

Extensions will only be granted on medical or compassionate grounds and will not be granted because of work or other commitments. Requests for extensions should be **made in writing** to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the extension sought.

Late assignments which have **not** been granted an extension will, at the lecturer's discretion, be penalised by deducting ten per cent of total marks for each full day overdue.

Assignments submitted more than six days late will normally not be accepted by the lecturer-in-charge.

Tests

Students who are unable to sit a test on medical or compassionate grounds (work or other commitments are not considered 'compassionate grounds') may request that they be permitted to submit alternative Coursework.

Please do not expect a special test to be held for you if you choose to go on holidays or undertake other activities on the scheduled date. Medical certificates or other evidence must be attached and must contain information which justifies the request. The telephone number of the doctor should also be included.

Return of Coursework

Coursework will be returned directly to students electronically with comments attached.

Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own, for example:

- using an author's words without putting them in quotation marks and citing the source;
- using an author's ideas without proper acknowledgment and citation; or
- copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at <http://www.utas.edu.au/tl/supporting/academicintegrity/index.html>.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline—Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/ord9.pdf>

The University reserves the right to submit (or to require you to submit) assignments to online plagiarism detection software, and might then retain a copy of the assignment on its database for the purpose of future plagiarism checking.

Communication

So how do you find out important information about this unit?

In addition to the unit outline, important information will be communicated through the Announcements section of WebCT Vista. Therefore, it is important that you check the WebCT Vista site for this unit regularly.

If you would like to talk to the unit coordinator, you can send an email or make an appointment to see her. She is based in Hobart but will be conducting face to face lectures in Launceston on specific days. Email address is: Julia.Crozier@utas.edu.au.

Study Program

Week One—Face to face lecture

- Introduction to Interpretation and Principles of Interpretation
- Tuesday 27 February, 2007: Launceston campus: 3.10pm – 5.00pm in room LT2
- Wednesday 28 February, 2007: Hobart campus: 3.10pm – 5.00pm in room COMM104
- Vista test available for students – must be completed by Friday 16 March, 2007. Based on Principles of Interpretation, see CD for theoretical texts.

Week Two

- Evaluation workshop PLUS
- Evaluating Interpretation (**students must read through this information, included on the CD, before attending the workshop.**)
- Tuesday 6 March, 2007: Launceston campus: 3.10pm – 6.00pm in room A074
- Wednesday 7 March, 2007: Hobart campus: 3.10pm – 6.00pm in room COMM104

Weeks Three, Four, Five & Six—CD Lectures

Students will be provided with a series of CD lectures which they will have to complete at their own pace over weeks three, four, five and six on the following topics:

The why of interpretation

- Part 1: Philosophies, perception and interpretation today
- Part 2: A Sense of Place
- Part 3: Art and Architecture – tools of interpretation?
- Part 4: Nature based interpretation versus heritage interpretation?

Week Seven—Face to face

- Guiding workshop

Weeks Eight, Nine, Ten, Eleven & Twelve

Students will be provided with a series of CD lectures which they will have to complete at their own pace over weeks eight, nine, ten, eleven & twelve on the following topics:

The How of Interpretation

- Part 1: Planning Interpretation
- Part 2: Persuasion and Communication
- Part 3: Personal and interpersonal communication
- Part 4: Non personal interpretation
- Part 5: Interpretation for Different types of visitor
- Week 11 – Guiding Presentations
- Week 12 – Reports Due, Monday 21 May, 2007

Week Thirteen

- Revision

NB: Interpretive Evaluation reports are due at a variety of dates – two weeks after students have undertaken the evaluation. Individual submission dates to be agreed with Lecturer in Charge.

Assignment Topics

Test

Due Date: Available on Vista between Monday 26 February and Friday 16 March, 2007. Students will complete this test electronically.

Length: 20 multiple choice questions: 30 minutes

Value: 5% of unit

This test is based on the principles of interpretation. The subject will be covered briefly during the first face to face lecture and students are expected to read the articles and chapters on this subject which are attached to the CD. These articles contain the academic theories upon which the principles of interpretation are based.

Students will be able to refer to text books during the test – however, they should remember that time will be short as the test, once opened in WebCT Vista, will close automatically after thirty minutes and answers will be submitted and marked.

For this reason, it is suggested that students are very familiar with the variety of principles and the academics who have produced them BEFORE opening the Vista test.

STUDENTS MUST BE PREPARED TO DO THIS TEST IN ADVANCE. ONCE THE TEST HAS STARTED STUDENTS WILL ONLY HAVE THIRTY MINUTES IN WHICH TO COMPLETE IT – THERE WILL BE NO SECOND CHANCES. Students will have until the end of week 3 (Friday 16 March) to complete this test, it will then be removed from Vista.

Discussion Board Participation

Due Date: On-going through the unit

Length: No specified length, however, students will be expected to participate in all on-line discussions.

Value: 5% of unit

Within the CD segments are a variety of activities which involve students posting comments onto the Discussion Board in Vista.

Students are expected to take part in these discussions and will be marked according to their participation. Comments need to be relevant to the questions asked. There are no wrong or right answers within this activity, but students will show that they have thought about the issues raised and have given sufficient consideration to their responses.

Presentation

Due Date: Launceston students – Tuesday 15 May, 2007: 3.00pm – 5.00pm LOCATION TBA
Hobart students – Wednesday 16 May, 2007: 3.00pm – 5.00pm LOCATION TBA
Presentations will take place off-campus

Length: 5 minutes

Value: 10% of unit

Students will be placed in groups to guide a specified route. Students will be marked individually based on:

- Guiding skills – how the ‘tourist’ group is managed
- Guiding skills – how the guide talks to and communicates with the group
- Guiding skills – content, is the talk pitched at the right level for the audience
- Guiding skills – are the audience being lectured to or guided
- Guiding skills – does the group get the message – is the main message getting across?

Interpretive evaluation

Due Date: Various

Value: 20% of unit

Students will work with a Tasmanian tourism operator to evaluate the effectiveness of a variety of tourist attractions within the State. Students will then analyse the data they have collected in a given format. Students will carry out this exercise in small groups at dates throughout the semester. Groups will be decided during the lecture in week 2. The first group will carry out their evaluation in week 4.

NB. THIS EXERCISE WILL MOST LIKELY TAKE A TOTAL OF THREE ENTIRE DAYS AND WILL NECESSITATE STUDENTS STAYING AWAY FROM HOME FOR TWO NIGHTS (TO BE CONFIRMED).

Report

Due Date: Monday 21 May 2007, 2.00pm

Length: 2,500 words

Value: 20% of unit

- Students are asked to devise an interpretive experience **which does not currently exist**.
- It must be possible to activate the interpretive experience (ie. you can't go to the moon, etc.)
- Experiences can be either short or long, however, remember that this is an exercise in interpretation and not tour operating. For this reason, students need to think about what is being interpreted and this point of interest needs to be their focus.

Some examples of interpretive tourist experiences – but please create one of your own:

- A cycling tour of the Hobart suburbs
- A children's walking tour of Launceston
- A tour of 1950's Hobart
- A tour of Art Deco Tasmania
- A tour based on the Assigned servant in Tasmania
- A sailing tour of industrial Hobart
- An industrial tour (you need to think of a place where there are not currently tours)
- A tour of a historic house
- A tour of Hobart for the visually disabled.
- A platypus's journey up the North Esk river

First, students need to identify their interpretive experience and produce a short literature review which supports the aims and objectives of their idea and gives academic justification for their idea.

Secondly, the report should include the Interpretation Plan. Information about interpretive plans can be found in Segment Three part 1 of the CD; Planning Interpretation.

Report headings might include:

- Aims and objectives of the interpretive experience
- Target market
- Define what can be interpreted about the resource
- Identify relevant resource management issues
- Develop the interpretive objective and any theme
- Prescribe the interpretive methods and media
- Consider the stakeholders; who might need to be involved?
- Describe management and implementation criteria
- Evaluation?

Submission of the Report will be electronic. Students wishing to attach photographs or drawings may do so as long as they can be sent through the electronic system. **All work MUST have the students Name and ID number as a header or footer to their report, plus the title of the experience on every page.** Students will have to submit an electronic cover sheet which can be found on the Management website under Resources for Students.

Workshops and Face to Face lectures are compulsory in this unit

Week / Date	Face to face lectures and workshops
Week One	Face to face introductory lecture
Week Two	Evaluation workshop
Week Three	Students to have completed the Vista test on Principles of Interpretation
Week Seven	Guiding and signage workshop
Week Eleven	Guiding presentations
Week Twelve	Students to hand in their Interpretation Report
Week Thirteen	Revision lecture
NB	Students need to complete the CD lectures and take part in the Discussion Board on an on-going basis during the entire semester.