

Interpreting the World Heritage Area

Connecting people to our
landscape



What is interpretation?

- ◆ Sam Ham: “translating the technical language of a natural science or related field into terms and ideas that people who aren’t scientists can readily understand. And it involves doing it in a way that’s entertaining and interesting to these people.”

Freeman Tilden 1957

- ◆ “An educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information.”

Enos Mills

- ◆ : “The interpreter is at his best when he discusses facts so that they appeal to the imagination, and to reason, gives flesh and blood to cold facts, makes life stories of inanimate objects gives biographies, rather than classifications.

World Heritage Interpreters

- ◆ We see guides as the interpreters and presenters of the World heritage Area
- ◆ We hope this enriches the lives of the visitor who understand more and become more connected and active in the care and conservation of the Wet Tropics WH area.

Why an Interpretive approach?

- ◆ to raise the standard of guiding in the Wet Tropics, a benchmark for best practice.
- ◆ We seek to ensure the visitor has a rich and positive experience which has flow on benefits for the region.
- ◆ government moves towards requiring quality standards and we can assure that we are keeping up to date with wider industry and regulatory, accreditation and policy settings and requirements.

ATEC TQ approach

- ◆ "Tourist guides: accompany visitors on local tours and services and guide within a specific country, city, region or site. They provide special information on matters relating to such things as history, archaeology, monuments and works of art, the environment, culture, natural and built attractions, place of interest and any general matter of interest to the visitor. The guide's main role is to interpret and deliver localised information in the language of the visitor."


Layers of meaning

- ◆ Perception layering – exploring the multitude of stories contained within each and every feature of the landscape. It is based on the idea that any site has multiple dimensions and ways of looking at it. Ways of seeing!

Example

- ◆ Example of a small tree along the path:
- ◆ Type of tree and its characteristics – distinguishing features such as the type and pattern of the bark, seeds etc.
- ◆ Human uses of tree, as in indigenous people, later European use, origins ages and significance re World Heritage OUV, how ancient, how rare, how beautiful, how endangered unique etc.
- ◆ Shapes and colours what is unique about it? What caused it to form, causes of variation
- ◆ Habitat, what does it provide for which fauna and flora

Linking things back to what's so special about our WH Area

- ◆ How old, rare unique and special are our plants and animals?
 - ◆ How many breathtaking beautiful places
 - ◆ Where do they all fit in the evolution of the earth?
 - ◆ How are we are refuge for creatures and critters great and small
 - ◆ What can you see here but nowhere else in the world
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- A decorative graphic at the bottom of the slide showing a silhouette of a mountain range in shades of teal, extending from the right side towards the center.