

Title	Prepare an interpretation plan for delivery to visitors		
Level	4	Credits	4

Purpose	People credited with this unit standard are able to: determine the objectives and describe the target audience for an interpretation plan; gather the core content of interpretation to be provided; describe, analyse, and explain the interpretive technique for delivery of the interpretation; and prepare and document an interpretation plan.
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Classification	Tourism > Visitor Interpretation
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Available grade	Achieved
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Guidance Information

- 1 The majority of training delivery and assessment must occur within an authentic context. An authentic context is one that is able to be tested against reality therefore simulation must be within an existing situation. All tasks are to be carried out in accordance with tourism workplace policies and procedures, the workplace being the enterprise carrying out the work.
- 2 Commercial interpretive activities carried out on land which the Department of Conservation administers (public conservation land) are subject to the requirements of the Department of Conservation concession process. Prior to such activities being carried out, guidance should first be sought from the nearest Department of Conservation office. Contact details can be found at www.doc.govt.nz.
- 3 Commercial interpretive activities carried out on land which is not administered by the Department of Conservation may have special requirements. Prior to such activities being carried out, guidance should first be sought from the land owner or administrator.
- 4 Assessment of this unit standard is based on a single technique for the delivery of visitor interpretation.
- 5 Legislation relevant to this unit standard includes but is not limited to – Health and Safety at Work Act 2015, Accident Compensation Act 2001, Land Transport Act 1998, Occupiers' Liability Act 1962, Conservation Act 1987, Copyright Act 1994, Local Government Act 2002, Marine Reserves Act 1971, National Parks Act 1980, Reserves Act 1977, Resource Management Act 1991, Consumer Guarantees Act 1993, Fair Trading Act 1986, Treaty of Waitangi Act 1975.

Any relevant Acts, regulations, and bylaws must be complied with during assessment against this standard.

6 Recommended texts

AHI: Journal of the Association for Heritage Interpretation. Gillingham, Kent: Association for Heritage Interpretation, available from www.ahi.org.uk.

Beck, L. & Cable, T. (2002). *Interpretation for the 21st Century: fifteen guiding principles for interpretation nature and culture* (2nd ed.). Champaign, IL: Sagamore.

Brochu, L. & Merriman, T. (2008). *Personal interpretation: connecting your audience to heritage resources*. Fort Collins, CO: InterpPress.

Clayworth, P. (2008). Historic heritage thematic frameworks: their use as tools for management and interpretation. Wellington, NZ: Department of Conservation. (Science for conservation; 285).

Ham, S.H. (1992). *Environmental interpretation: a practical guide for people with big ideas and small budgets*. Golden, CO: North American Press.

Legacy: The Journal of the National Association for Interpretation. Fort Collins, CO: National Association for Interpretation, 1990-, available from PO Box 2246, Fort Collins, CO 80522, USA, or www.interpnet.com.

Tourism Industry Association New Zealand (2014). *Tourism 2025: growing value together*. Ministry of Business, Innovation and Employment, Wellington, available at www.mbie.govt.nz.

Pastorelli, John. (2002). *Enriching the experience: an interpretive approach to tour guiding*. Elsternwick, Vic: Hospitality Press.

Tilden, F. (1977). *Interpreting our heritage*. Chapel Hill, NC: University of North Carolina Press.

Veverka, J.A. (1994). *Interpretive master planning: for parks, historic sites, forests, zoos, and related tourism sites, for self-guided interpretive services, for interpretive exhibits, for guided programs/tours*. Nashville, TN: Falcon Press.

7 Recommended websites

Interpretation Australia – www.interpretationaustralia.asn.au.

Interpretation Canada – www.interpscan.ca.

8 Definitions

Interpretation refers to a means of communicating ideas and feelings which helps people enrich their understanding and appreciation of their world and their place in it.

Interpretive concept refers to a strong idea supporting a group of common messages. A concept combines the meaning of common messages.

Interpretive message refers to a simple yet meaningful statement that makes sense in isolation while still supporting the overall theme e.g. 'Fire can rejuvenate a forest'.

Interpretation plan refers to a plan for the delivery of interpretation in the course of a tour.

Interpretive technique refers to a method of communicating ideas and messages about a topic in such a way as to engage an audience's feelings as well as intellect. There are varying approaches, each following prescribed formats that help ensure success.

Interpretive theme refers to a general topic reflecting the characteristics of an area, such as a forest, geology, ecology, or culture. Themes on their own do not specify the content to be presented; this is done by a group of messages.

Tourism workplace policies and procedures refer to documented instructions about workplace expectations. These must include but are not limited to – customer service delivery, personal presentation, legislation, organisational structure, business objectives.

- 9 Recommended skills and knowledge: Unit 18317, *Demonstrate knowledge of visitor interpretation and evaluate interpretive techniques.*
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Outcomes and performance criteria

Outcome 1

Determine the objectives for an interpretation plan.

Performance criteria

- 1.1 Organisational goals and objectives are identified.

Range may include – product marketing, market positioning, branding, raising awareness, staff training, providing an educational and/or stimulating experience, providing a contribution to the environment, working with and supporting local communities, manaakitanga, kaitiakitanga.

- 1.2 Objectives of the plan are determined.

Range evidence is required for a minimum of three objectives.

Outcome 2

Describe the target audience for an interpretation plan.

Performance criteria

- 2.1 The target audience is described in terms of its characteristics.

Range may include – origin, age, language, level of interest and learning, prior understanding of the subject, available time, attitude and cultural sensitivity to the environment, other cultures, languages; evidence for four characteristics is required.

Outcome 3

Gather the core content of interpretation to be provided.

Range content may include:
cultural knowledge – history, traditions, values, architecture, languages, historic management;
natural knowledge – biodiversity, habitats, ecosystems, biological relationships, wildlife management.

Performance criteria

- 3.1 The overall interpretive theme of the core content relevant to the site and needs of the anticipated target audience is identified.

- 3.2 The key interpretive messages of the core content are identified in terms of relevance to the theme and the needs of the anticipated target audience.
- 3.3 The underlying interpretive concept(s) of the core content that sum up the messages are identified.
- 3.4 Accuracy of core content is verified by research, review of information, and interviews of people with expert knowledge.
- 3.5 Any possible issues that may arise, and their likely solutions, are identified in the core content.
- Range may include – legal, ethical, cultural, financial, legal and moral authority to use information and objects, the environment.
- 3.6 The core content is selected to match the characteristics of the anticipated target audience.
- 3.7 The core content is reviewed to ensure currency of information.

Outcome 4

Describe, analyse, and explain the interpretive technique for delivery of the interpretation.

Performance criteria

- 4.1 The method of delivery of the interpretive technique is described.
- 4.2 The suitability of the interpretive technique for the characteristics of the anticipated target audience is explained.
- 4.3 The potential for an emotional and/or cognitive response among the anticipated target audience through the interpretive technique is explained.
- 4.4 The match between the interpretive technique selected and the themes and messages is analysed and explained.
- 4.5 The potential of the interpretive technique for stimulating behavioural change in the anticipated target audience is analysed and explained.
- 4.6 Variations on the technique selected are identified to deal with unpredictable circumstances.
- Range may include – actual audience is different from the anticipated target audience, settings or objects become inaccessible, weather changes, health and safety issues; evidence is required for two variations due to two unplanned circumstances.

Outcome 5

Prepare and document an interpretation plan.

Performance criteria

5.1 Requirements to develop and deliver the interpretive technique are identified.

Range may include – estimated costs, estimated resources, estimated time.

5.2 Responsibilities of people involved in the development and delivery of the interpretation are identified.

5.3 Processes for obtaining feedback on the delivery of interpretation are documented in the interpretive plan.

Planned review date	31 December 2022
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	23 May 2001	31 December 2019
Review	2	22 May 2009	31 December 2019
Review	3	20 April 2017	N/A

Consent and Moderation Requirements (CMR) reference	0078
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact ServicelQ qualifications@ServicelQ.org.nz if you wish to suggest changes to the content of this unit standard.