

Title	Evaluate and analyse interpretive activities		
Level	5	Credits	5

Purpose	People credited with this unit standard are able to: develop achievable task and performance standards for an interpretation plan; evaluate an interpretive activity and recommend future action.
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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 will normally occur in the workplace but the underpinning theory may be conducted by an accredited provider. 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 A peer can be a colleague, manager, or the person assessing. Peer evaluation does not have to take place simultaneously with assessment of Outcome 2.
- 3 Legislation relevant to this unit standard includes but is not limited to – Health and Safety at Work Act 2015, Land Transport Act 1998, Occupiers' Liability Act 1962, Conservation Act 1987, Copyright Act 1994, Historic Places Act 1993, 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.

4 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: InterPress.
 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.

5 Recommended websites

Interpretation Australia – www.interpretationaustralia.asn.au.

Interpretation Canada – www.interpscan.ca.

6 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 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'.

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.

Peer evaluation refers to a process whereby professionals from similar work circumstances exercise collective judgments about the quality, importance, value and standards of provision, as well as develop joint responsibilities for improvement and the sharing and transfer of good practice.

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.

7 Recommended skills and knowledge: Unit 18311, *Prepare an interpretation plan for delivery to visitors*.

Outcomes and performance criteria

Outcome 1

Develop achievable task and performance standards for an interpretation plan.

Performance criteria

1.1 Achievable tasks are developed.

1.2 Performance standards for each achievable task are identified.

Range includes but is not limited to – specific, measurable, achievable, realistic, time-bound.

Outcome 2

Evaluate an interpretive activity and recommend future action.

Performance criteria

- 2.1 Feedback method is selected to measure the achievement of the relevant performance standard.
- Range feedback methods may include – observe visitor behaviour, comments cards, customer reviews, record attendance levels, observation by supervisor.
- 2.2 Visitor feedback is gathered and evaluated to determine level of customer satisfaction.
- 2.3 The effectiveness of interpretive content and techniques is evaluated.
- 2.4 Suitability of delivery, content, and structure of interpretive activities for the audience are identified by peer evaluation.
- 2.5 Marketing material is evaluated to determine relevance to the interpretation being delivered and recommendations for improvement are documented.
- 2.6 Evaluation result is analysed to determine whether tasks for interpretation were achieved.
- Range may include – proportion of visitors reflecting the target audience, customer satisfaction, transfer of interpretive messages, opportunities for emotional and behavioural change.
- 2.7 Variable factors are considered and recorded.
- Range may include – change in weather, unforeseen circumstances.
- 2.8 Any changes to tourism workplace policies and procedures are recommended.
- 2.9 Where a variance is identified between planned and actual outcome, actions are identified and changes are recommended to address the gap.

This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

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	31 December 2025
Review	4	24 August 2023	31 December 2025

Consent and Moderation Requirements (CMR) reference

0078

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.