

Interpretation

NEW ZEALAND



Research Highlights from “It’s the Story right!”

Effective Interpretation - Research May 07

If you want to deliver quality interpretation then you must ensure you are providing innovative techniques to optimize visitors experiences.

In terms of implementing innovative techniques these should be based around:

- 1) avoiding an instruction based approach
- 2) promoting interactive / active approaches
- 3) promoting critical thinking
- 4) using a variety of media to deliver your interpretation

Contact malcolm@interpretationnz.co.nz for further information.

What’s hot...

An example of technology that avoids the use of headphones:

The C4 was designed to provide interactive guided tours while opening the possibility for unique applications – not possible before.

It integrates a Direct Audio Streaming system allowing for live service messages, group tours, and a virtually unlimited sound capacity.

It also offers effortless Wireless Statistics Collection, a Navigation System, complete interaction with PC applications (Kiosks), and an AutoPause® feature that allows visitors to enjoy their visit at their leisure.



Experience Economy - Research May 07

Research out of North America has recently described the four key economies for the 21st Century. One of these is the experience (visitor) economy - this is also the economy that is likely to see the biggest growth.

Successful experience economy operators will:

- 1) strongly theme their experiences
- 2) use innovative ways to incorporate all 5 senses in their experiences
- 3) focus on positive outcomes from their experience
- 4) eliminate negative outcomes from their experiences
- 5) ensure that visitor recall is enhanced both during after the experience.

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“dry words and dry facts will not fire hearts” John Muir