

# Planning for Popularity

## Strategic Interpretation for high visitor numbers

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# A Tourism Interpretation Masterplan for Ireland's National Parks

## Ireland's National Parks Interpretation Framework

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Working with  
**SLR**



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# An Experience Development Framework for England's National Parks

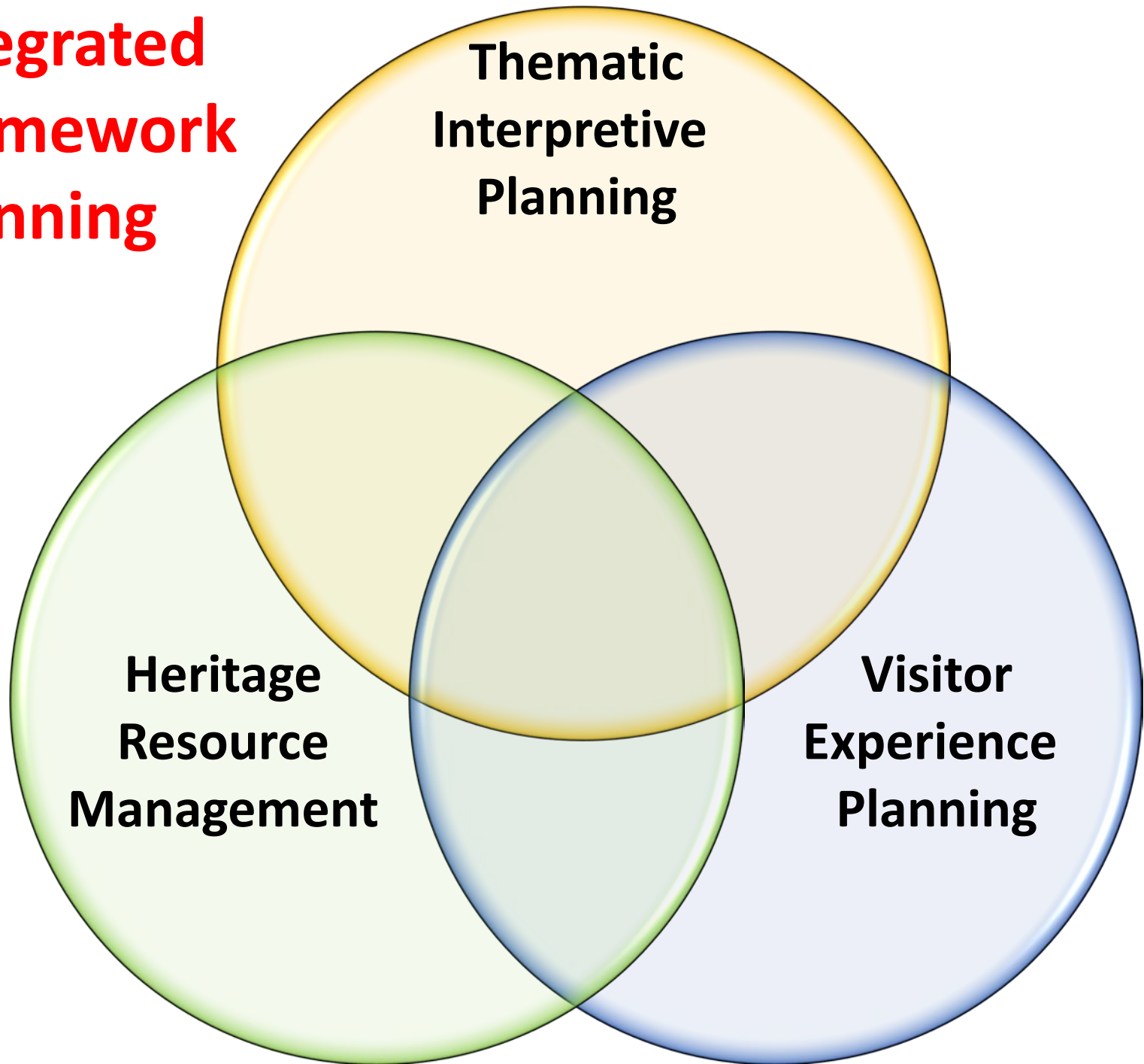


# We will talk about:

- Managing for more (and more) visitors requires **strategic, integrated interpretation planning.**
- **Themes** and **infrastructure** both need to be adjusted to maintain high quality visitor experiences in crowded National Parks.



# **Integrated Framework Planning**



**Thematic  
Interpretive  
Planning**

**Heritage  
Resource  
Management**

**Visitor  
Experience  
Planning**

# Thematic Interpretive Planning





# An interpretive theme is ...

... an **idea** about your Park that people will remember.

... what you want people to **think and talk about** at your Park (and after they go home).

... a **focus** for visitors' attention.



### Conservation



We have chosen our National Parks as the best of our natural inheritance, to cherish and protect as a legacy for future generations.

### Landscape



Our wild bogs, misty mountains and swirling weather form timeless, inspirational landscapes.

### Natural Systems



National Parks are an opportunity to get in touch with the long, slow pulse of the planet, the power of geological change and wild weather systems.

**Our National Parks are the wild heart of Ireland.**

### Wildlife



Amazing wild plants and animals have made these challenging places their home.

### People & Culture



Strong, beautiful and resilient; our National Parks reflect the profound and complex relationships between our people and the land.



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## People & Culture



**Tough, beautiful and resilient;  
our National Parks reflect  
the profound and complex  
relationships between our  
people and the land.**



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**But...**

Themes can only work – i.e. get people thinking and talking - if they are linked to **direct experience**.

Interpretation requires **interaction and activity**.



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## 2.4 National Experiences

These first-hand site-based experiences will make the national themes vivid, personal and memorable.

### National Themes

### Experiences

Our National Parks are the wild heart of Ireland



#### Landscape

Our wild bogs, misty mountains and swirling weather form timeless, inspirational landscapes.

- Accessible 'wild' landscapes
- Space, solitude, scale
- The draw of mountains rising out of the landscape
- Mountains, sky, water

- Natural inspiration/contact with nature
- Hill walking and hiking
- Experiencing works of art inspired by the National Park landscape
- Doing your own creative work inspired by the landscape



#### Wildlife

Amazing wild plants and animals have made these challenging places their home.

- Discovering intact peat bogs and their wildlife
- Finding beautiful and unusual wildflowers in their natural habitats
- Discovering natural diversity
- Hearing the sounds of nature

- Being closer to wildlife
- Experiencing works of art inspired by the National Parks wildlife
- Doing your own creative work inspired by the National Park wildlife



#### People & Culture

Strong, beautiful and resilient; our National Parks reflect the profound and complex relationships between our people and the land.

- Hearing local people talking about living in these landscapes past, present and future
- Seeing past and present land use and its impact on the landscape
- Experiencing local food
- Hearing local stories and folklore
- Hearing and participating in local music and dance

- Seeing the contrast between big estates and the lives of ordinary people
- Visiting sites associated with early Christian heritage and hearing the stories
- Having a go at... building a dry stone wall, spinning wool etc.
- Experiencing works of art inspired by the relationship between people and National Parks



#### Natural Systems

National Parks are an opportunity to get in touch with the long, slow pulse of the planet, the power of geological change and wild weather systems.

- Seeing the landscape as sculpted by glaciers and glacial meltwaters
- Big skies – experiencing these at first hand
- Seeing and understanding the process of peat formation and carbon sequestration

- Opportunity to see connections between these global processes and daily life
- Doing your own creative work inspired by great natural processes in National Parks
- Experiencing works of art inspired by the natural processes at National Parks



#### Conservation

We have chosen our National Parks as the best of our natural inheritance, to cherish and protect as a legacy for future generations.

- Using infrastructure and activities designed to enable you to visit and experience National Parks without damaging them
- Seeing conservation management work in practice
- Seeing survey and monitoring work in practice

- Contributing to wildlife sightings and records
- Meeting people who do the work



**And...**

**Activity** without themes can be meaningless and dangerous – especially in protected areas.



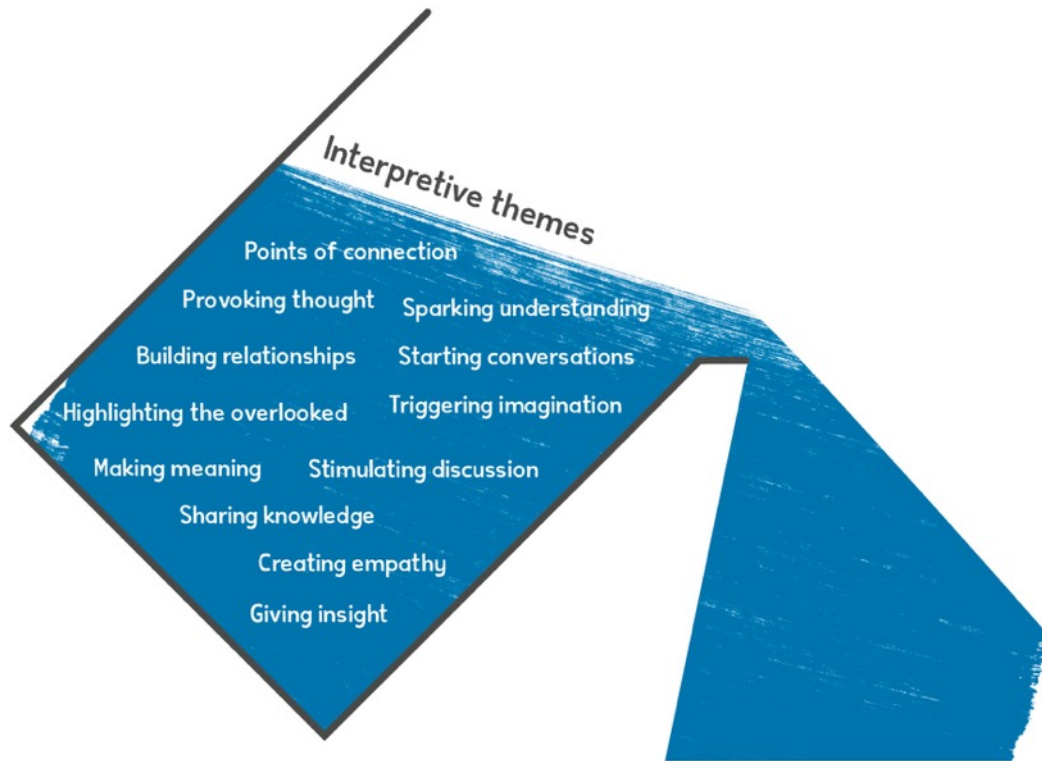
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# Ingredients of Meaningful Experiences

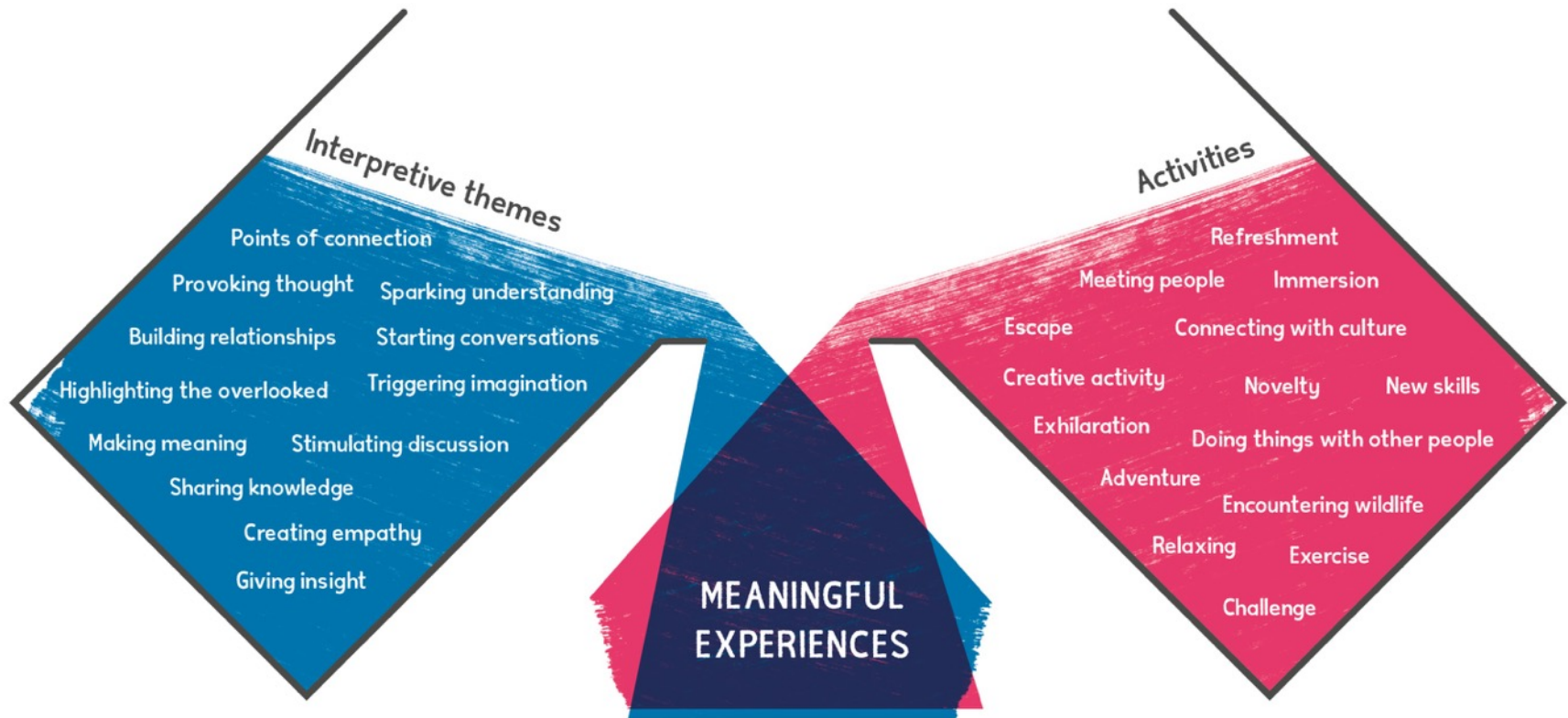




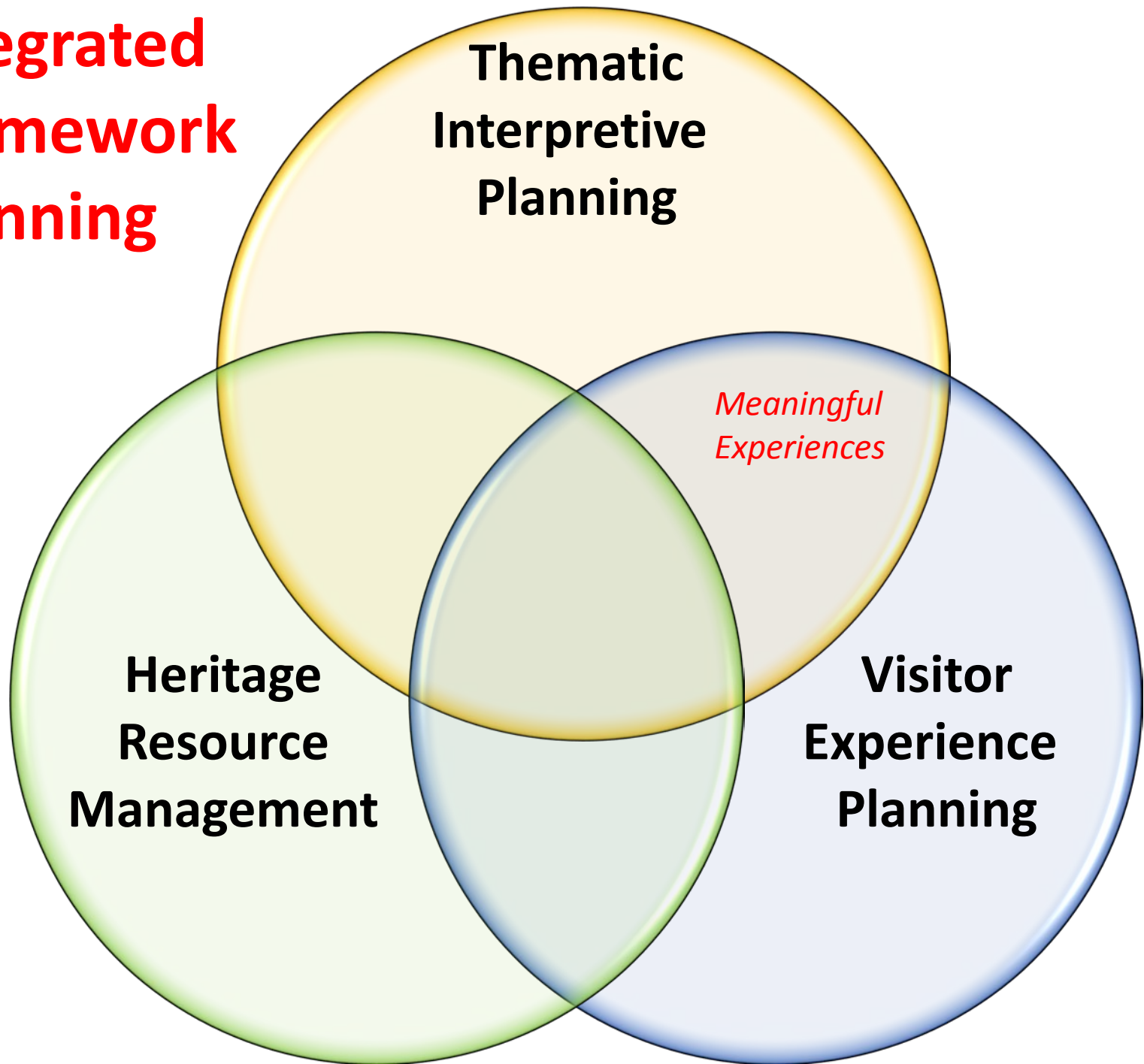
# Ingredients of Meaningful Experiences



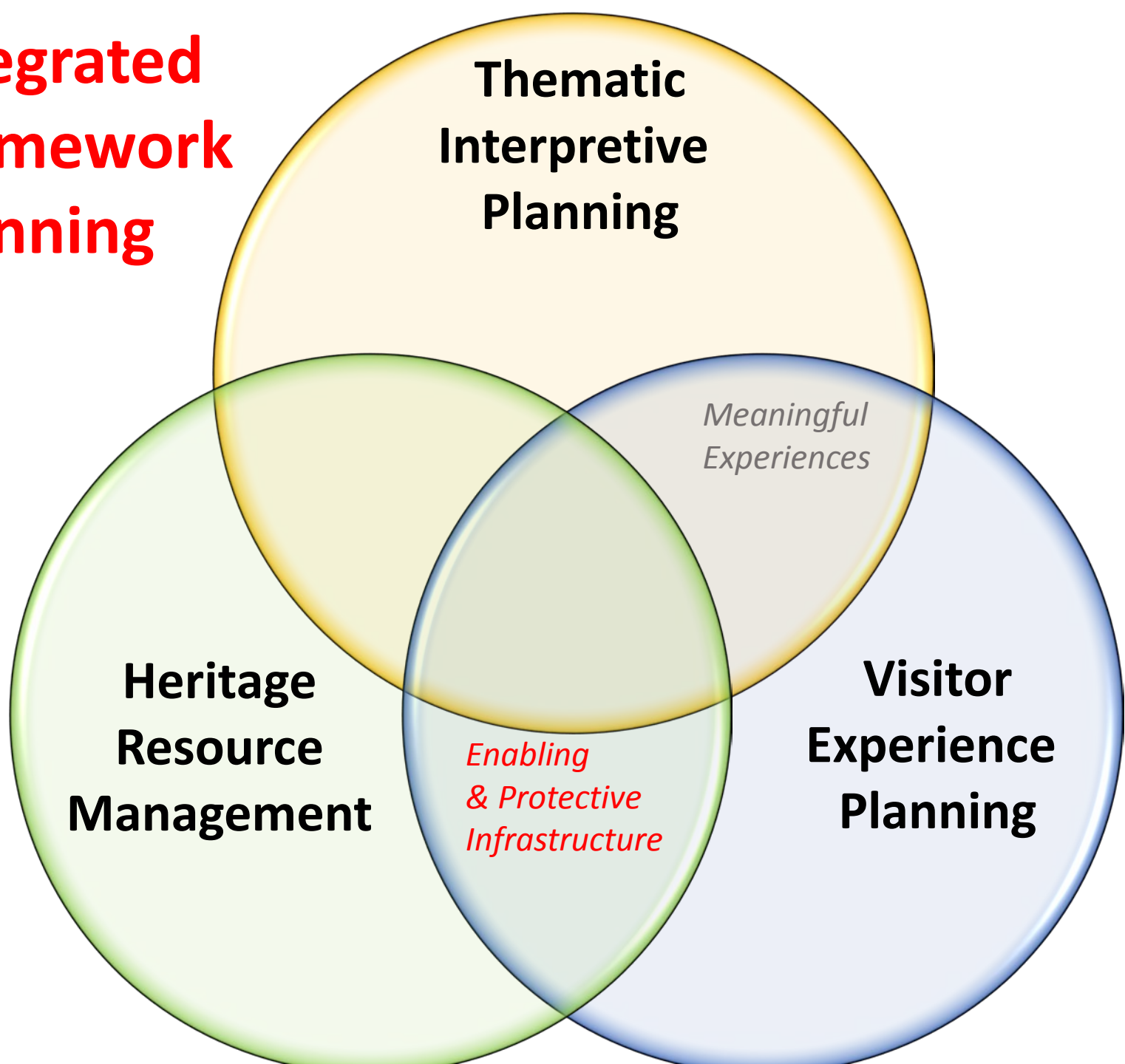
# The recipe for Meaningful Experiences



# Integrated Framework Planning



# Integrated Framework Planning



# Developing Enabling and Protective Infrastructure



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*No one will protect what  
they don't first care about ...  
... and no one will care  
about what they don't first  
experience.*

Sir David Attenborough



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For **quality experiences** of the natural world people have to be able to **get up close to nature**, so they can have **sensory contact** (see, smell, hear and even touch).



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In **sensitive environments**, such as National Parks, these direct experiences of the natural world **must not damage the natural resource.**



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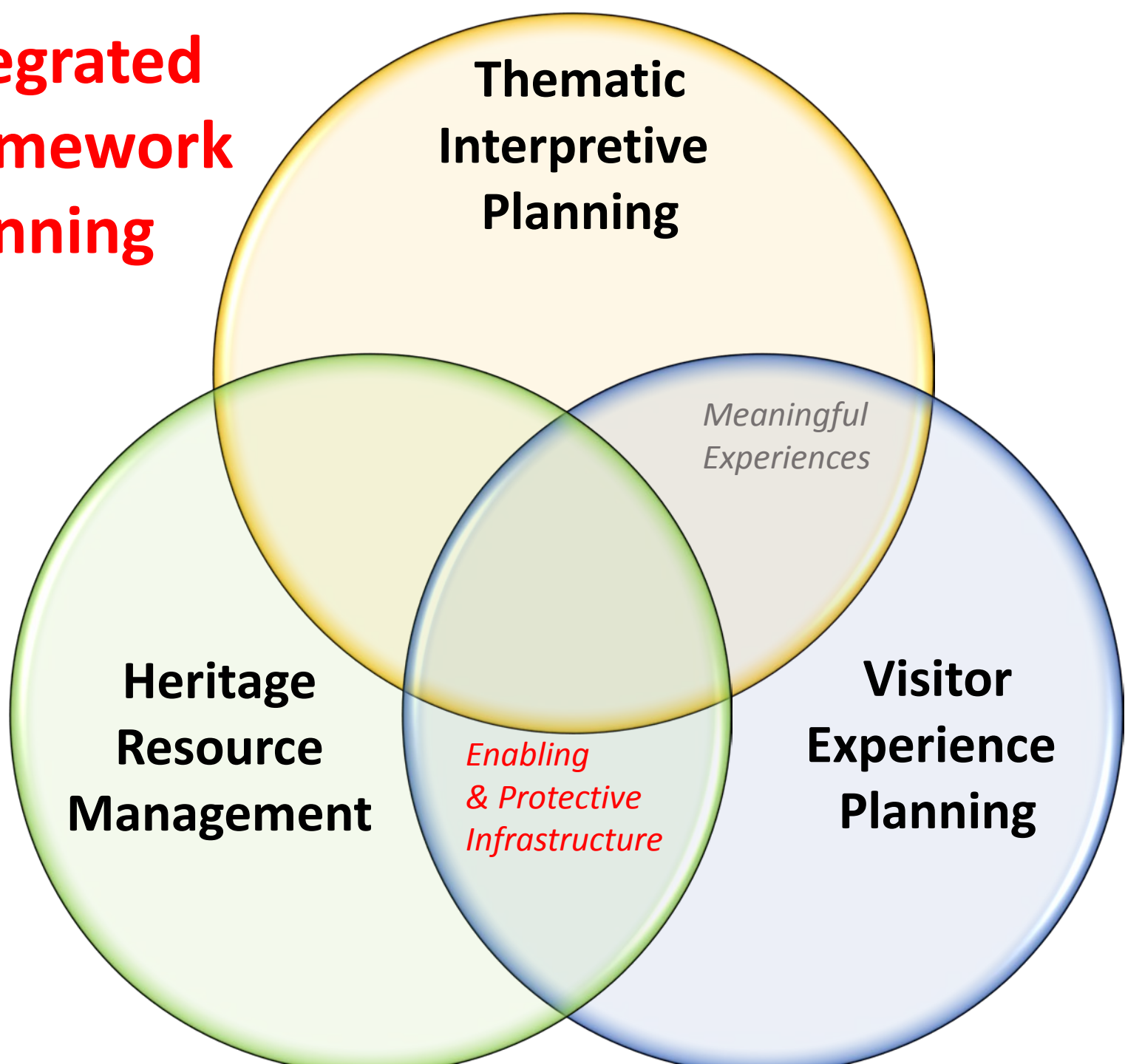
As **visitor numbers increase** it is essential to take measures in key locations to

- **Enable** the experience for visitors
- **Protect** the natural resource

This needs **careful planning.**



# Integrated Framework Planning



# Enabling and Protective Infrastructure

- **Concentrates visitors** in specific areas
- **Provides places** for meaningful interpretation
- **Facilitates experiences** that bring alive your key themes





## Glenveagh Activities

## Projects

- Looking closely at blanket bog and seeing the small scale complexity and variety of plants and invertebrates
- Seeing, touching, smelling peat

Creating boardwalk trails over the bog with magnifying equipment



























# Nadleśnictwo Browsk



www.parcjonalowybrowsk.bialystok.lasy.gov.pl

Dotyczy zwierząt, które nie są zwierzętami hodowlanymi. Zgodnie z art. 100 § 1 pkt 1) ustawy z dnia 13 października 2015 r. o ochronie gatunków zwierząt, zwierzęta te nie są zwierzętami hodowlanymi. Zgodnie z art. 100 § 1 pkt 1) ustawy z dnia 13 października 2015 r. o ochronie gatunków zwierząt, zwierzęta te nie są zwierzętami hodowlanymi.

- Pręgi i widoczne kłopoty
- Szaryty i ogierzy (niebezpieczne)
- Zębaki (niebezpieczne)
- Zapasy (niebezpieczne)
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## Flying fish

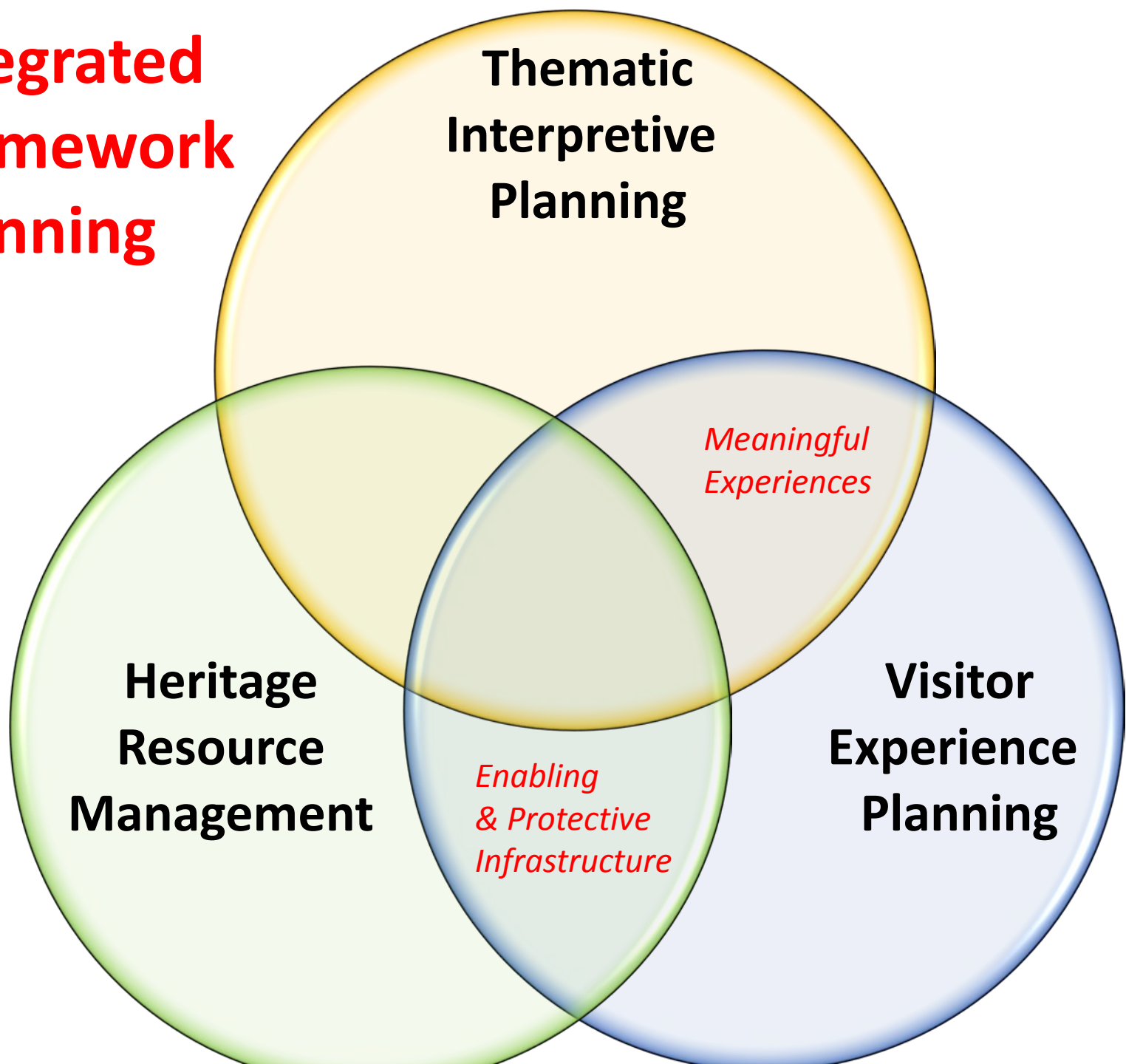
Rays evolved from sharks about 300 million years ago. Like sharks, rays have cartilage instead of bones, a feature that probably developed to reduce body weight and improve buoyancy. Their finely-tuned sensory system provides a diverse array of information, processed by their relatively large brain.

Skipjack Point is a good place to see manta rays (*Manta birostris*). Despite growing up to nine metres wide and weighing two tonnes, these graceful plankton eaters are able to swim rapidly—sometimes flying right out of the water!



The flattened body of most rays is an adaptation for life on the sea floor. Whereas sharks use their tail for propulsion, rays flap their enlarged pectoral fins, which are attached to their heads. Most rays also have a whip-like tail equipped with a venomous spine.

# Integrated Framework Planning



# Integrated Framework Planning

