Interpretation of the Ornithological Heritage

Didactic Unit 3

Content:

Training Module 7.
Interpretative planning

Training Module 8.
Technical and interpretative media

Training Module 9.
Marketing and promotional material

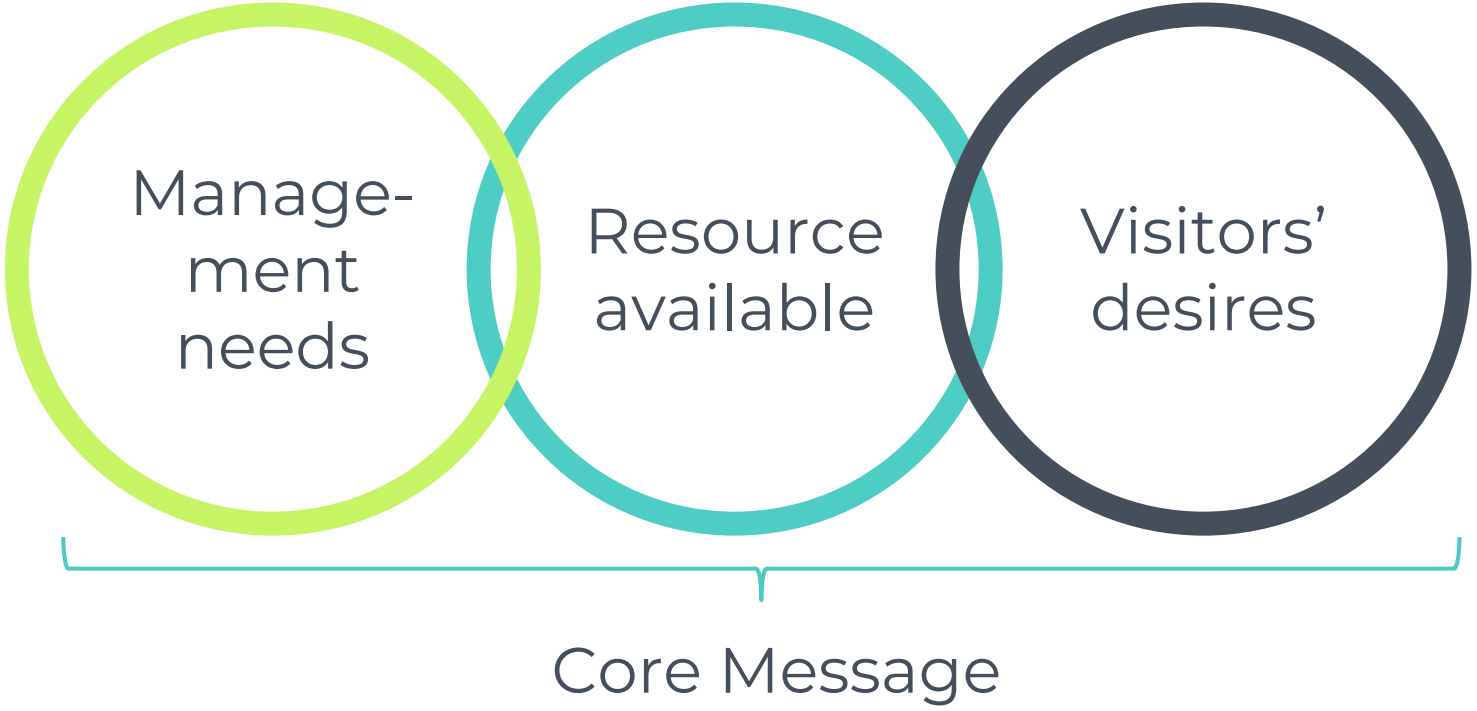
“to interpret” = to communicate

Interpretation is an **educational or learning activity** that aims to reveal **meanings** and **relations** using objects, firsthand **experience,** and **illustrative media** (Tilden & Bruce 2007).

Interpretive Planning

Training Module 7.

Interpretative planning as decision-making process



Principles of interpretation by Freeman Tilden (1957)

1. Provoke

curiocuriosity, attention and interest.

2. Relate

to the everyday life of visitors.

3. Reveal

an unexpected, new viewpoint.

4. Address the whole

all interpretation should address the main point of the theme.

5. Strive for message unity

all used media

supports the message.

Interpretative planing models. 5-M Model

Message

The **ideas** that will be communicated to the visitors (customers). Includes theme, subthemes and storyline based on the natural resource.

Market

The **visitors** and **supporters** (current and potential future ones). It includes considerations of market segmentation and market positioning.

Mechanics

The **physical characteristics** of the site.

Media

The most effective **communication methods**, given the site mechanics and the targeted market segments.

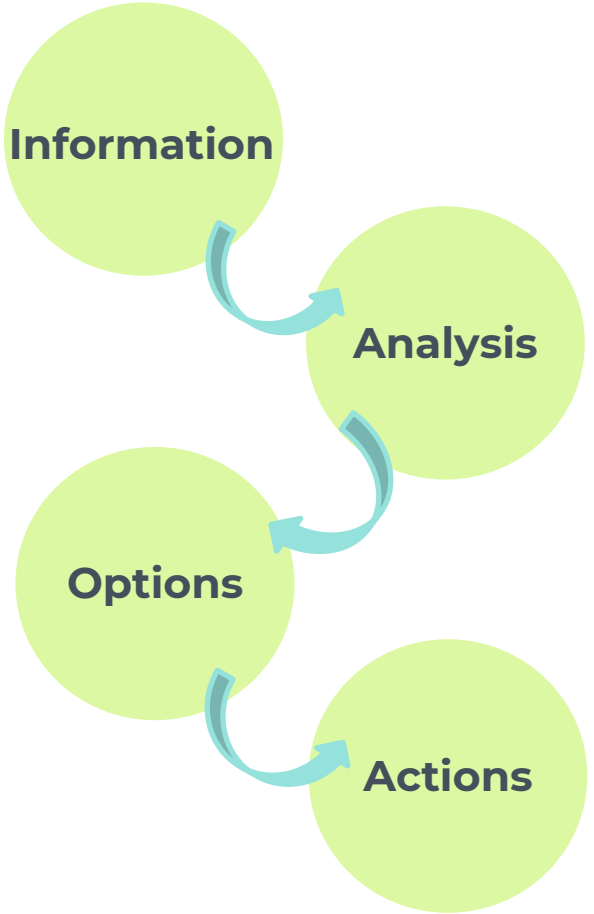
Manage-ment

Management of the **context**, in which the interpretation takes place - management of the natural site with its mission and policy issues.

Steps of the interpretative planning process and implementation

Step 2 - Data collection, analysis, and synthesis

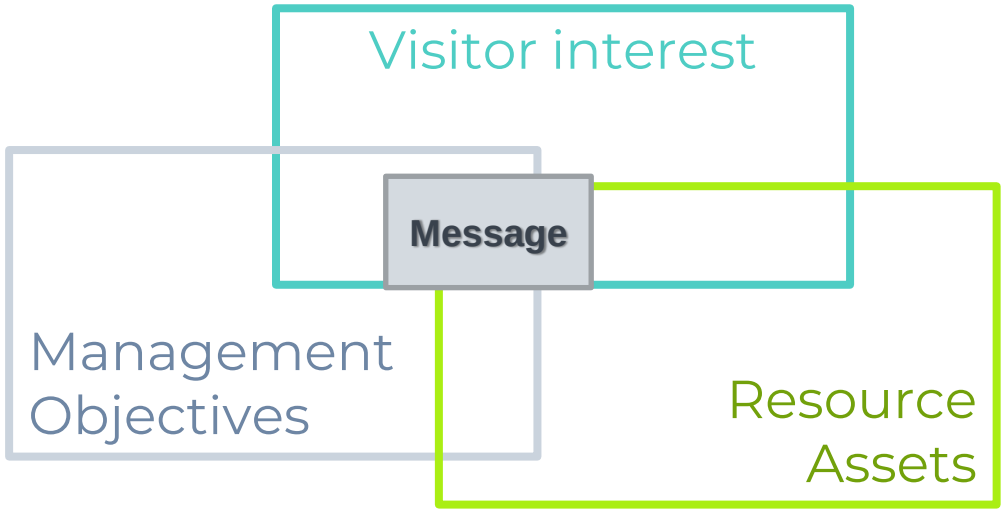
- Data about:
  - **natural resources** - species numbers, individual numbers, rare and threatened species and etc.
  - **visitors**: age, education, interests, origin.
- A good interpretative plan should be based on **collected and analysed** information on all the 5 aspects in the 5-M model.



Step 3 - Choice of the theme(s) to be interpreted and developing message(s)

The central message is developed in the crossing point of natural assets of the site, the target visitors interests and objectives of the site management.

(after Borchu 2012,modified)



Step 4 - Adapting the message to different visitor groups

- Who is already coming to the side?
- Who do we want to come in the future?
- What is the level of ornithological knowledge and birdwatching skills, age and origin of every visitor group?

Step 5 - Media selection (MF8)

- Information boards along the trail
- Direction ideas
- Audio guides
- Links (QR codes) to educational videos on the internet
- Printed brochures
- Group games in the field
- Interactive board games in a visitor center.

Include a mixture of media to suit the specific needs of the visitor groups.

Step 6 - Set objectives

Management objectives

Aim to measure the expected **benefit**. These objectives can be used to evaluate the overall success of the interpretation project.

Interpretive objectives

Aim to meassure the **success** of the established connections between the resource and the visitor. The focus is on change within the attitute and/or newly gained knowledge.

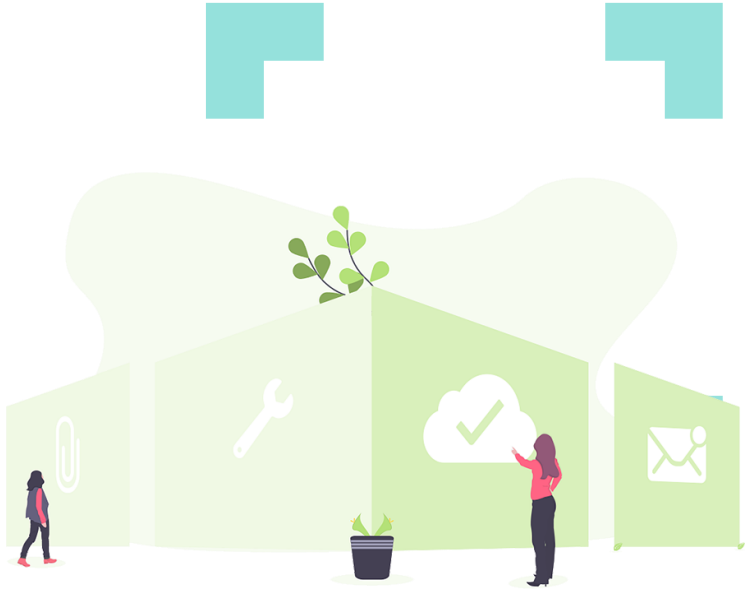
Action objectives

Set and desctibe the implementation steps. Part of the action or bussiness plan.

Step 7 - Prepare, implement & test

- Action plan with time frame to be developed.
- Include list of recourses for each step of the action plan.
- The steps of the actions plan are :

- design,
- fabrication,
- Construction,
- maintenance actions.



Step 8 - Develop means for an evaluation and feedback from visitors

- Complete an **evaluation of all interpretative services** at least every 3 - 5 years.
- **Include** feedback options for the maintenance of the facilities.
- **Use** online questionnaires or paper forms on the field/visitor center.

Technical and Interpretative Media

Training Module 8.

Types of interpretative media

1. Personal

The interpreter influences and guides his/her public's communication with the media.

Types: Guided walks, talks, demonstrations and observations, performance.

(-) labor intensive, a lot of coordination needed.

(+) provoke direct response, adaptable to different needs and interests, memorable, authentic.

Guided walk with pelican puppet
(Lagoon of Life project)

Types of interpretative media

2. Non-personal

Signs, marks, guide

books, maps, flyers, audio-guides etc.

- Research and reference the information.
- Title - thematically and catchy.
- Structure the by the 3-30-3 rule.
- Plan the placement of the signs - appropriate sites for break, easily seen without interrupting with the scenery.

Information sign
(Lagoon of Life project)

What to consider when choosing a media

Evaluation

An analysis to evaluate each media's strengths and weaknesses: as costs (+ maintenance), inclusiveness, personal vs non-personal interaction, durability, that are most suitable to the particular audience and site.

Set Themes

Develop a storyline with central (main) theme and sub-themes. Develop appropriate and intriguing introduction and closure. Think of coherent design for all media types.

Different media

Think broadly and consider suitable combination of media types. This will help you to convey your message with its central theme-subtheme and storylines to the markets you are targeting in the best possible way.

Consider suitable combination of different media types.

sym Biotic hub
(Lagoon of Life project)

Include games and interactive elements. Alternate personal and non-personal media.

Puzzle game – Recreate the birds' paradise (Salt of Life project)

Travelling interactive exhibition “symBiotic” for Atanasovsko lake in Bulgaria *(Salt of Life project)*

Marketing and Promotion Materials

Training Module 9.

Nature guides can...

- Work for an enterprise
- Working as a freelancer for different enterprises
- Working as a freelancer directly with end clients

Types of markets

Seller’s market:

A seller's market comes into formation when **demand exceeds supply** for a product or service. In the seller’s market, the marketing tends to **focus on the product**, not on any particular customer.

Buyer’s market:

An economic situation in which goods or shares are plentiful and buyers **can keep prices down**.

The principle of segmentation, targeting and positioning

SEGMENTATION

Allow variables that allows one to segment the market

TARGETING

Evaluate the attractiveness of each segment and choose a target segment

POSITIONING (branding)

Identify branding concepts for each segment (product), select the best and communicate it.

Read more!

Point of difference

Point of difference refers to the factors of products or services that establish differentiation. **Differentiation** is how the goods or services of a company differ from its competitors.

The point of differentiation must be **desirable**, **relevant** and **distinctive**

“Marketing Mix”

PRODUCT + PRICE + PROMOTION + PLACE

Position your product to meet the needs of the target segment.

Tourist product

When a **tourist product** (service or set of services) is designed for a **specific target segment**, the whole experience should be taken into consideration, not just the guiding.

Price

1. Pricing objectives

- maximum current profit,
- maximum market share,
- product quality & others

2. Determining demand

- determining the demand is related to **price sensitivity** and **price elasticity**

3. Estimating the costs

- consider that birdwatching tours are seasonal
- costs for logistics has to be considered

There are 6 **essential steps** in setting up a pricing strategy

Price

4. Analyzing competitors

- analyze competitors' prices, offers, costs, strategies

5. Select pricing method

- **going rate pricing** or charge as your competitors do
- Perceived-Value Pricing

6. Selecting final price

- direct sells
- indirect sells (there is a 3rd party)

Communication plan (promotion)

The 7-M model:

1. Market segment - Who should I talk to?
2. Messaging content - What should I tell the customer
3. Mission - Attention > Interest > Desire > Action
4. Media strategy – How do we reach the customers?;
   - mass media – regional, national TV/radio channels, newspapers;
   - Social media; Google MyBusiness Page; TripAdvisor; Own website
   - Demonstrations & Testimonials
5. Money – What is our budget for advertisement?
6. Measurement

Thanks!

Examples: ***Salt of Life*** *and* ***Lagoon of Life - Atanasovsko lake, projects of Bulgarian Biodiversity Foundation***

https://lagoon.biodiversity.bg/en/
https://saltoflife.biodiversity.bg/en/