

## Planning interpretive tourism

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Here are some quick key points for planning interpretive tourism:

- Focus on your strengths - base your product on what natural and cultural resources you have that others don't have
- Plan all stages of the project in detail before commencing (including marketing, product evaluation and redevelopment). Plan for and monitor budgets tightly
- Be very clear about what you want to achieve – profit, local employment, community pride and involvement, and conservation of the resource
- Consult and involve the local community
- Take the time to do the project well. Do not rush the stages of consultation and product development. Innovation does not happen overnight
- Know your target audience. Plan and tailor the product from the consumer's needs and perspectives. Undertake market research
- Interpretation should be fun, encourage involvement, stimulate the senses, and pose a challenge. Plan all activities to reflect a strong theme
- Choose media that involves and engages the senses. Face to face interpretation is the most effective
- Cautions with technology. Can you afford it and do you need it?
- Collaborate with experts. Expertise may be found within your local community
- Each product has a limited time span and must be redeveloped at intervals
- Train staff well to ensure consistency of product and messages

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