

Planificación interpretativa para sitios de patrimonio en tiempos de crisis



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Blog interpretación del patrimonio:

www.facebook.com/heritageinterpretation

Con la colaboración de



Portada Agua Clima Energía Espacios naturales Fauna y Flora Residuos

El cambio climático amenaza el patrimonio cultural de la humanidad

El calentamiento global, con aumento del nivel del mar y mayor riesgo de incendios, pone en peligro 40 sitios declarados por la Unesco patrimonio cultural

Natural | 05/03/2014 - 06:45h | Última actualización: 05/03/2014 - 14:35h



L'acqua alta, un fenómeno que deja más de media Venecia bajo del mar GYI



Simulación gráfica de la película The Day After Tomorrow sobre la posible destrucción de la estatua de la Libertad 20th Century Fox/Rex Features



● Notificar error ● Tengo más Información



Publicidad



CHEVROLET SILVERADO 1500 DEL 2014

SILVERADO 1500 DEL 2014
EDICIÓN ALL STAR 4X4
DE CABINA EXTENDIDA
CON MOTOR V8 Y 355
CABALLOS DE FUERZA

\$3,500
BONO EN EFECTIVO

+\$3,291
DESCUENTO

+\$750

*No disponible con programa de lealtad, financiamiento especial o programa de arrendamiento y algunas otras ofertas. Debes obtener entrega antes del 03/31/14. Visita tu concesionario





Mundos PLUS vs. DICE

**WAR OF THE
WORLDS**
THE COMPLETE FIRST SEASON

THE ORIGINAL TV SERIES









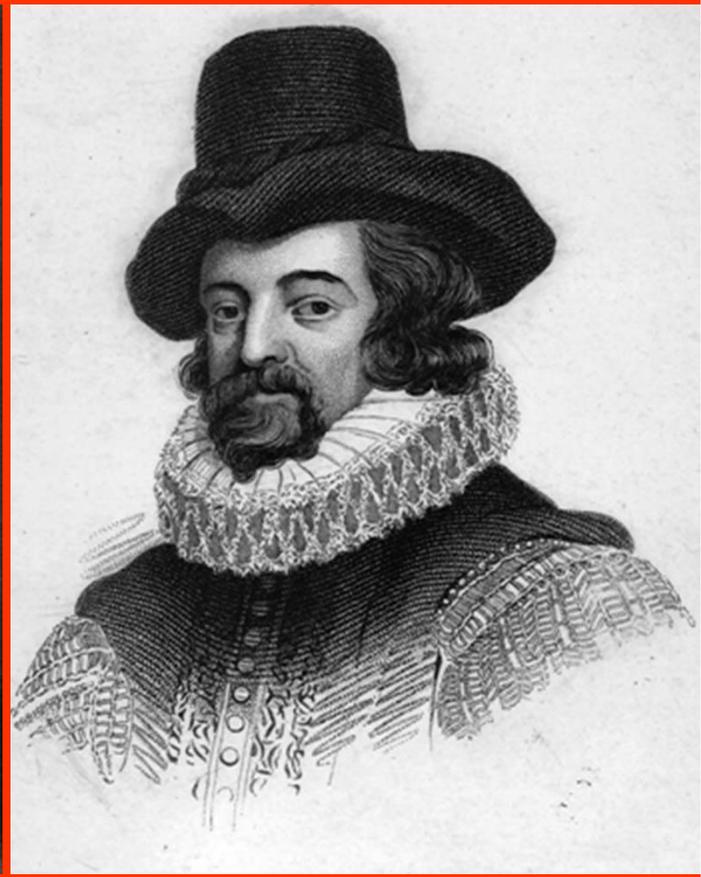
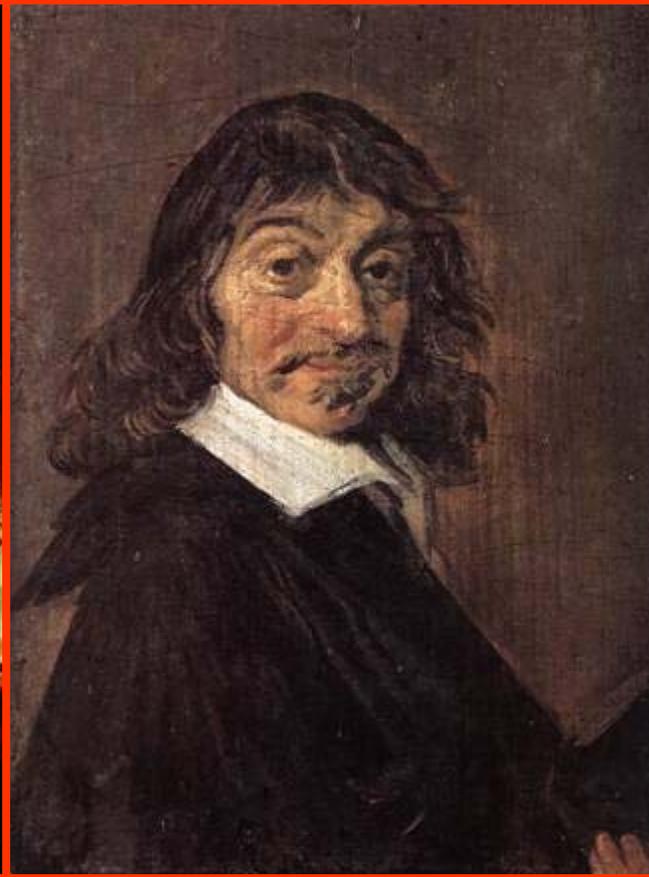
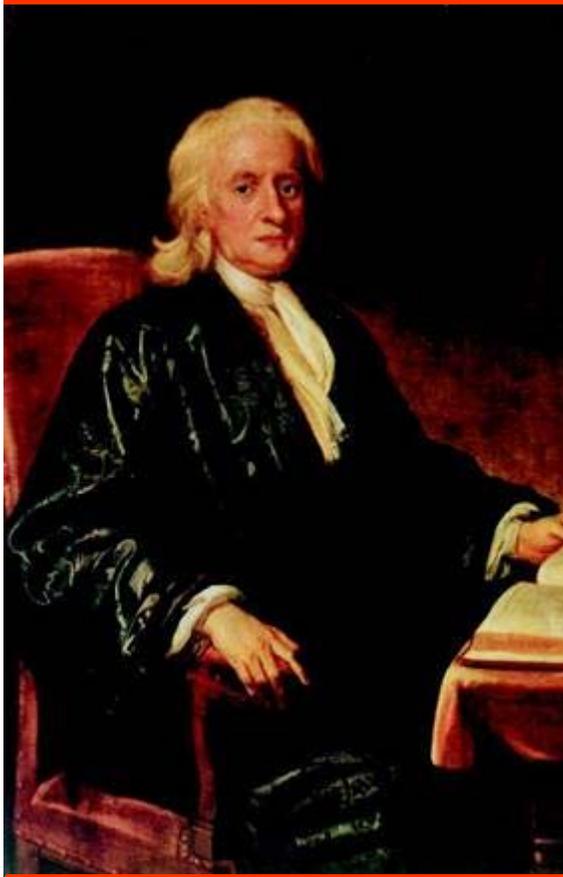
GLADIATOR

©2000 Dreamworks



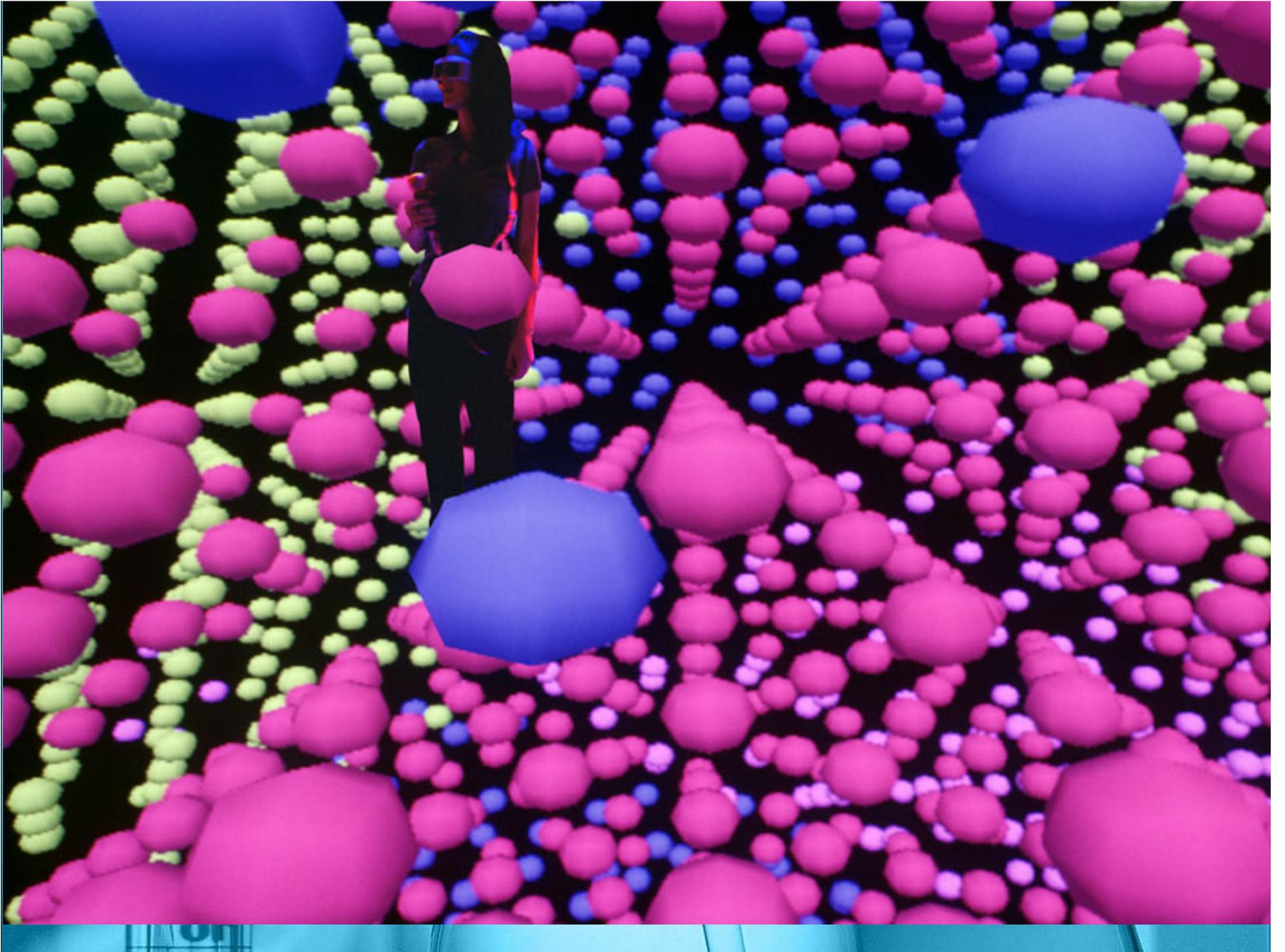
Universidad
de Alcalá

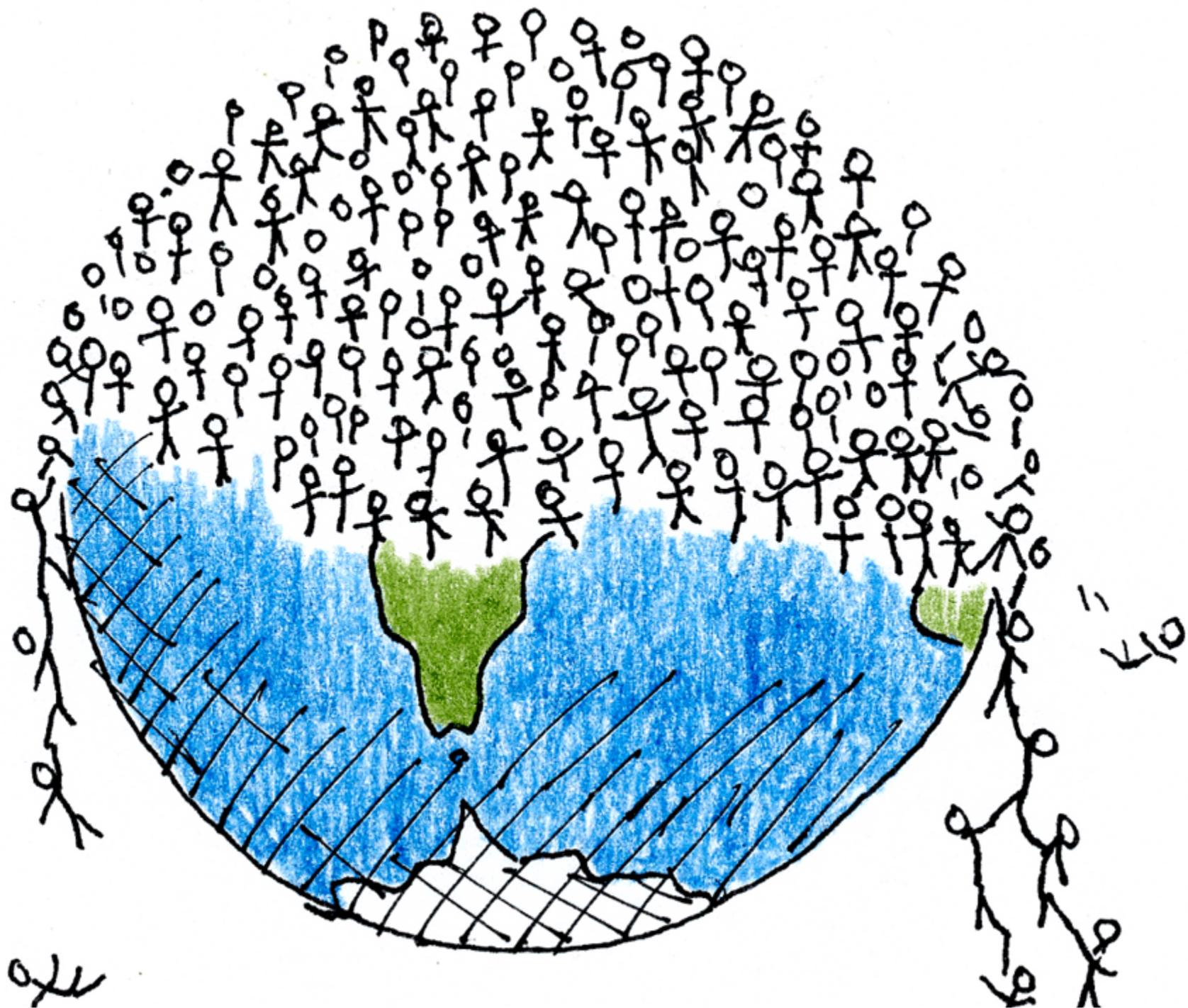


















Globalization

By Guille3691





LASER TARGET CALIBRATION

27.19

DISTANCE
ALTITUDE







**NO a los 400 DESPIDOS, PÉRDIDA de DERECHOS
y EXTERNALIZACIÓN de PUESTOS de TRABAJO**

TRABAJADORES de  **MÓSTOLES INDUSTRIAL**  **fecoma**



Wall Street

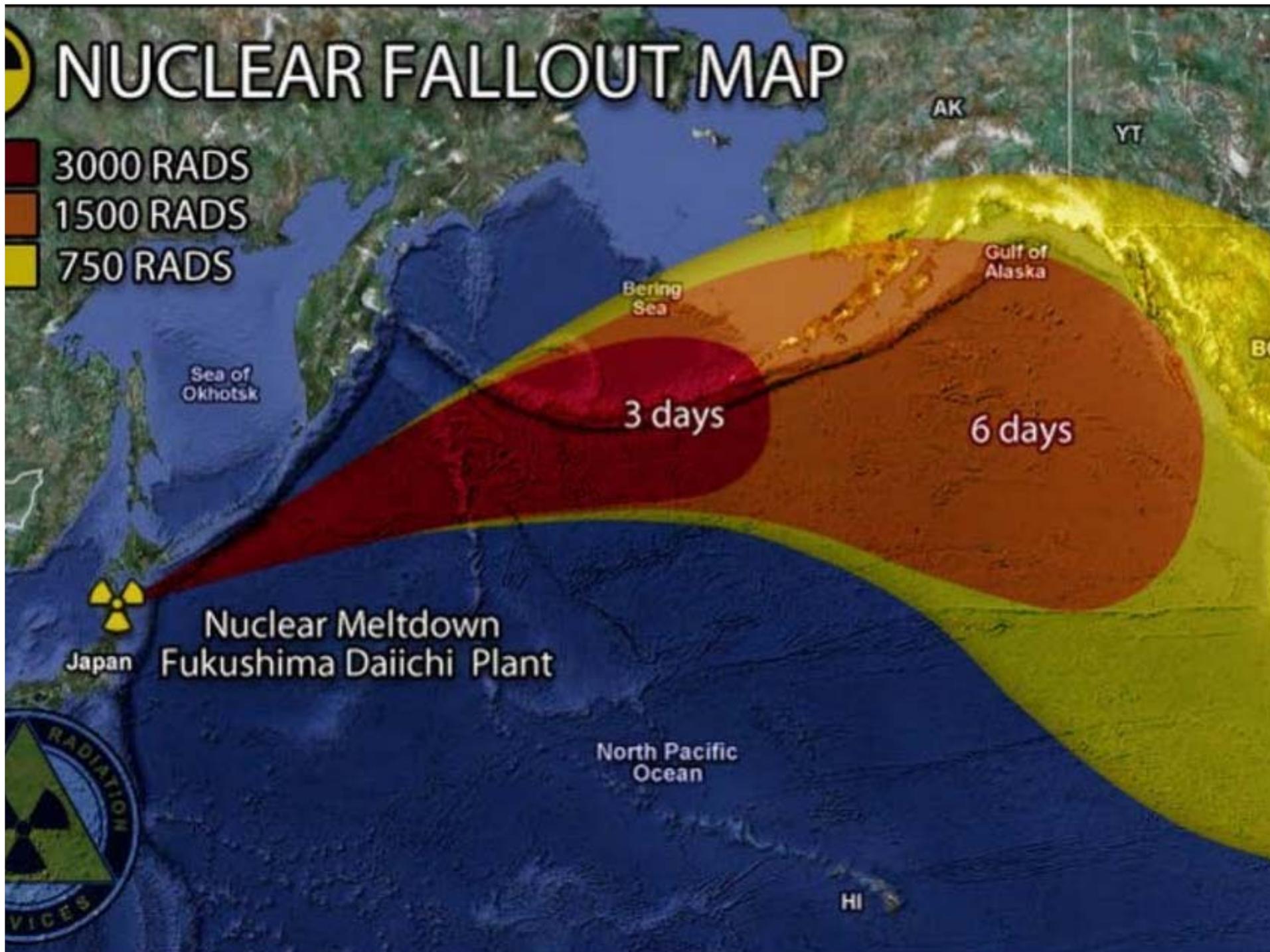




Inundaciones
en Pakistán

NUCLEAR FALLOUT MAP

- 3000 RADS
- 1500 RADS
- 750 RADS





¡Cuidado en el
Mundo DICE!



Interior

Exterior

Yo

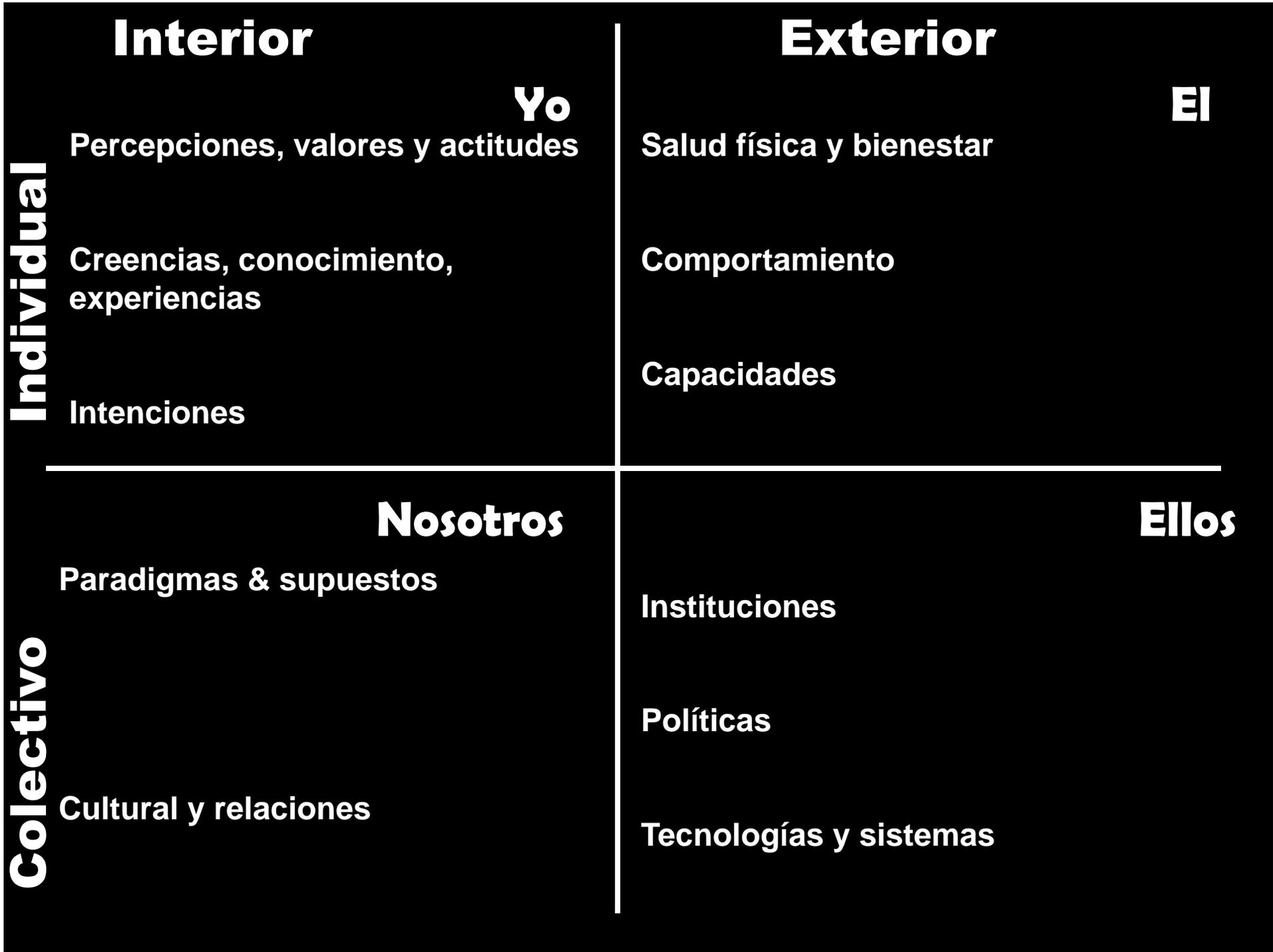
EI

Individual

Nosotros

Ellos

Colectivo



Interior

Exterior

Yo

EI

Percepciones, valores y actitudes

Salud física y bienestar

Creencias, conocimiento, experiencias

Comportamiento

Intenciones

Capacidades

Nosotros

Ellos

Paradigmas & supuestos

Instituciones

Colectivo

Cultural y relaciones

Políticas

Tecnologías y sistemas

Individual

Interior

Yo

Percepciones, valores y actitudes

No confía en el administrador del parque.

Creencias, conocimiento, experiencias

Cree que el plan es un mecanismo para quitarle sus derechos territoriales.

Intenciones

No tiene la intención de apoyar el plan.

Exterior

El

Salud física y bienestar

Se siente físicamente cansada y exhausta.

Comportamiento

Boicotea la sesión de planificación como protesta.

Capacidades

Aprendió desobediencia civil como instrumento para reclamar al administrador del parque.

Colectivo

Paradigmas & supuestos

Nosotros

Creencia: conocimiento científico es la única forma válida de conocer el mundo y las demás no valen.

Creencia: alto control es la única manera de aplicar la ciencia a la gestión. La gente local no está calificada para hacer esto y por ende hay que controlarla.

Cultura y relaciones

Administradores ven a los consultores como mejor opción para hacer el trabajo técnico que otros actores quienes, inclusive ellos mismos, carecen de experticia.

Instituciones

Ellos

Agencia centralizada para manejar el sitio de patrimonio

Políticas

El gobierno requiere que los planes se aprueben porque no confía en los actores locales para producir un plan de buena calidad técnica por ellos mismos.

Tecnologías y sistemas

El plan tiene que publicarse usando terminología y formato técnico.

Individual

Interior

Yo

Percepciones, valores y actitudes

PUP construye la transparencia por disponer públicamente todas las notas de reuniones.

Creencias, conocimiento, experiencias

PUP construye la confianza por ser honesto con los participantes sobre los desafíos y problemas en el sitio y el proceso.

Intenciones

PUP facilita la participación total para que todos se sientan que hayan co creado.

Nosotros

Colectivo

Paradigmas & supuestos

PUP supera las barreras de manera holística con la Teoría Integral.

PUP valora todo tipo de conocimiento para que todos puedan contribuir al proceso.

Cultura y relaciones

PUP construye relaciones equitativas entre los diferentes interesados en el proceso.

Exterior

EI

Salud física y bienestar

PUP acondiciona sus talleres con buena iluminación, ventilación natural y vistas naturales para inspirar a la gente.

Comportamiento

PUP alienta a que la gente exprese públicamente sus dudas y preocupaciones.

Capacidades

Manual PUP ayuda a facilitadores con algunas tareas y hábitos básicos de la facilitación.

Instituciones

Ellos

PUP apoya a que las organizaciones aprendan a aprender para poder adaptarse rápidamente.

Políticas

PUP propone aflojar los requisitos de aprobación para delegar poder hacia abajo.

Tecnologías y sistemas

PUP propone los planes virtuales que se actualizan continuamente para que nunca se pongan irrelevantes.





En septiembre 2013, la directora dijo lo siguiente con respecto a al Patrimonio Mundial de Siria altamente amenazado por su guerra civil:

<http://whc.unesco.org/en/news/1073>

En la UNESCO, creemos que no hay selección entre salvar vidas y salvar el patrimonio cultural. Proteger el patrimonio es inseparable de proteger las poblaciones, porque el patrimonio guarda las identidades de la gente. El patrimonio da la gente la fortaleza y confianza para mirar hacia el futuro — es una fuerza para cohesión social y recuperación. Por eso la protección del patrimonio tiene que ser una parte integral de todos los esfuerzos humanitarios.



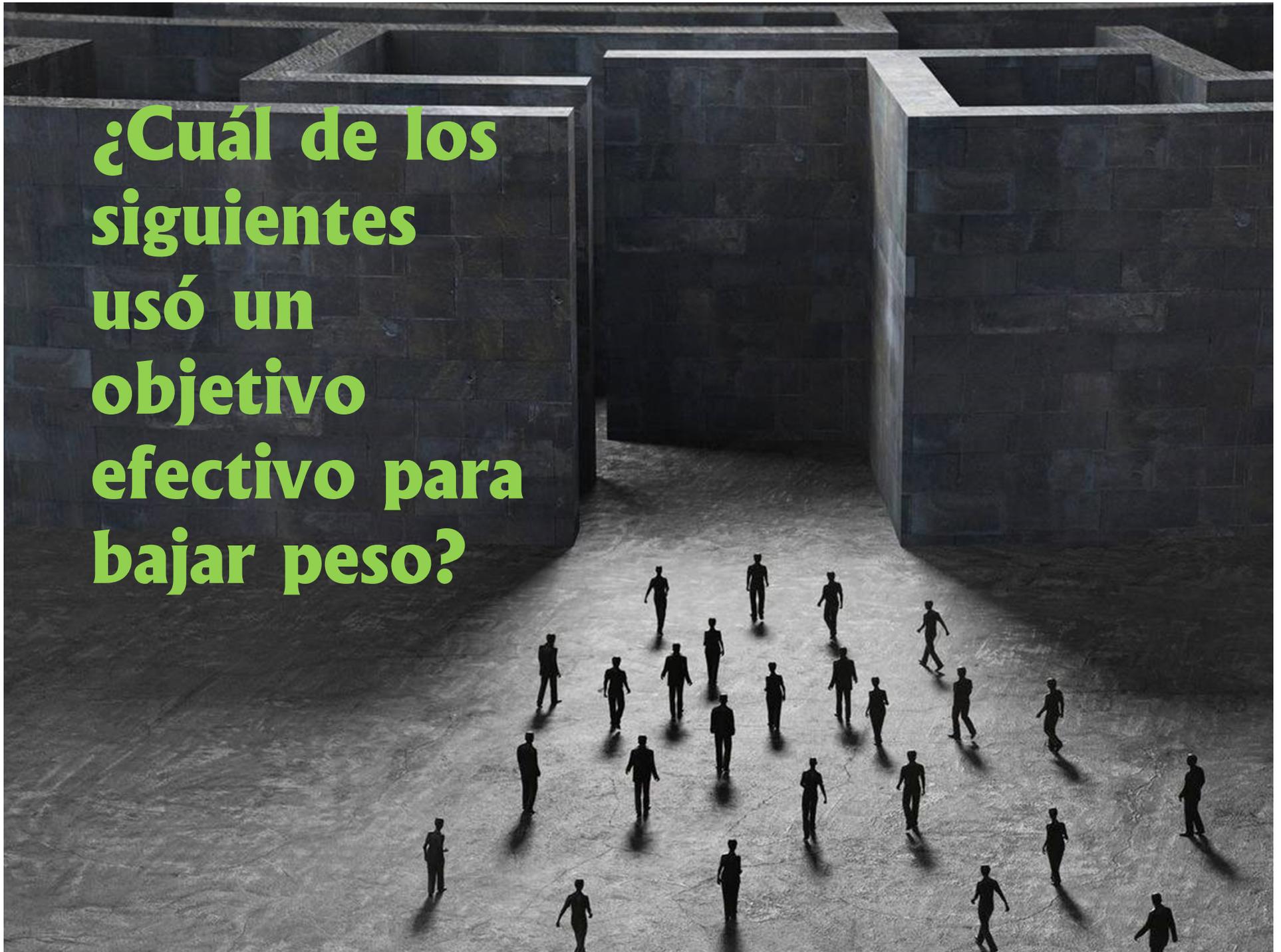
**Contenidos de un plan
interpretativo/uso público integrado**



**Elaborando
objetivos y
metas
exitosas**



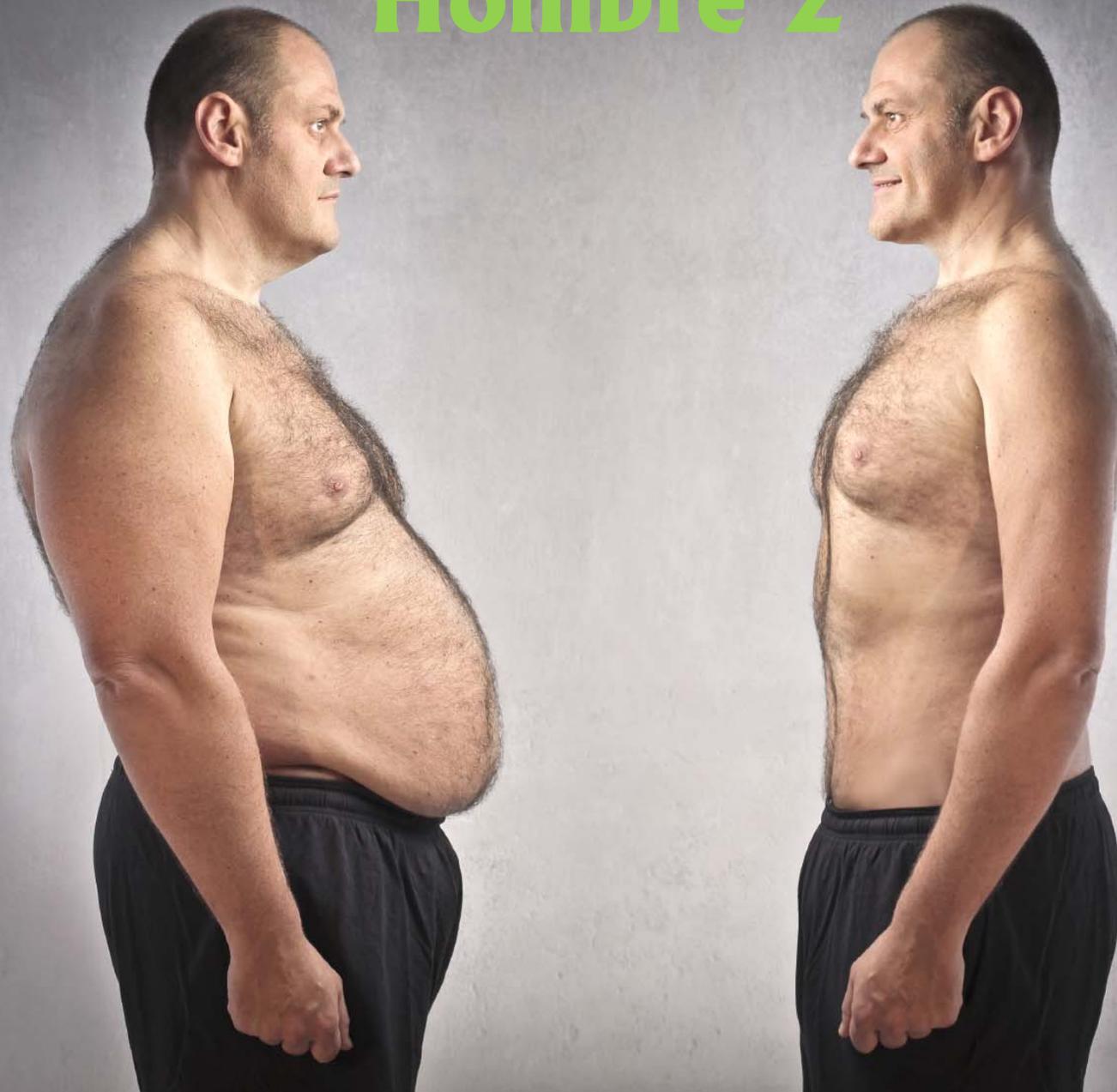
**¿Cuál de los
siguientes
usó un
objetivo
efectivo para
bajar peso?**



Hombre 1



Hombre 2



¿Objetivos exitosos o no?

- Posicionar el sitio como un atractivo cultural complementario dentro de la oferta de productos para el desarrollo del turismo en la isla, promoviendo criterios de competitividad, verdadera y efectiva participación local e integración con el sector privado.

Convertiendo objetivos generales en objetivos SMARTI





S = eSpecífica

No específico: Identificar sitios posibles para un sendero interpretativo.

Específico: Identificar dos sitios para un sendero interpretativo.



M = Medible

No medible: Promover actividades que ayuden a la conservación de recursos naturales.

Medible: Distribuir 25 carteles que informen sobre cinco actividades de conservación de recursos naturales.

A = Alcanzable

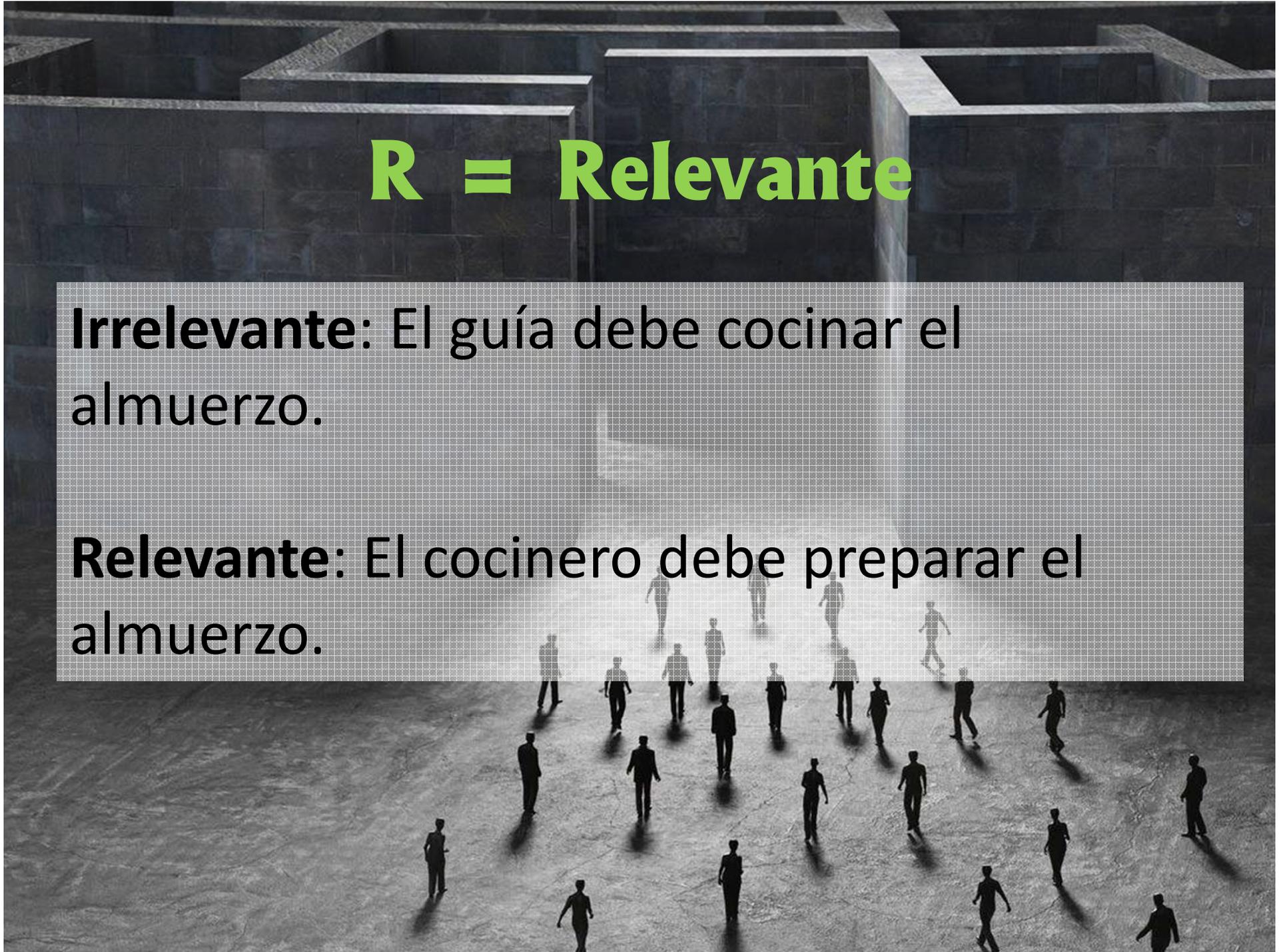
No alcanzable: Impartir la charla “Construcción de alimentadores para aves” en las cien comunidades vecinas este año.

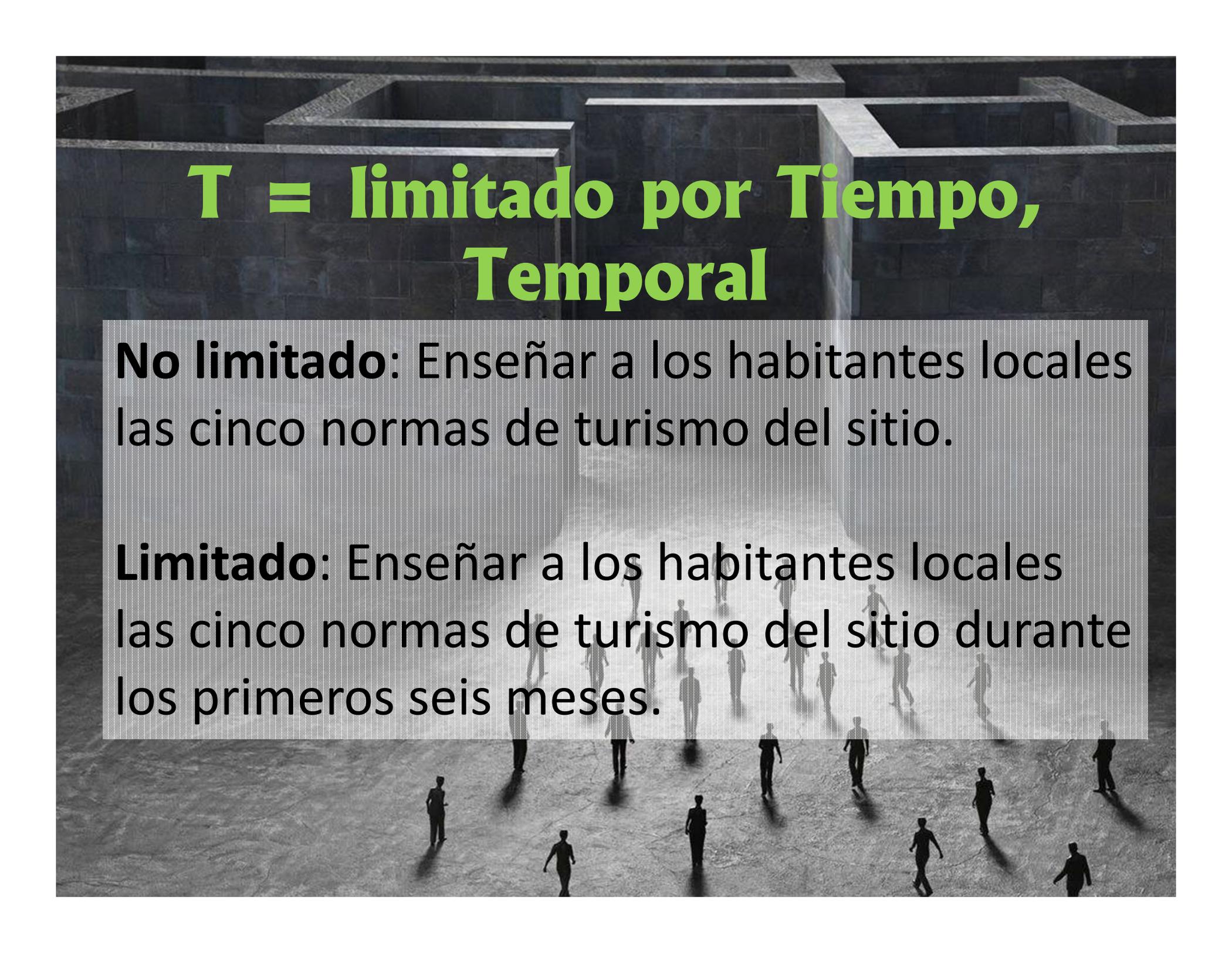
Alcanzable: Impartir la charla “Construcción de alimentadores para aves” en 50 de las 100 comunidades vecinas este año y en las restantes 50 el año siguiente.

R = Relevante

Irrelevante: El guía debe cocinar el almuerzo.

Relevante: El cocinero debe preparar el almuerzo.





T = limitado por Tiempo, Temporal

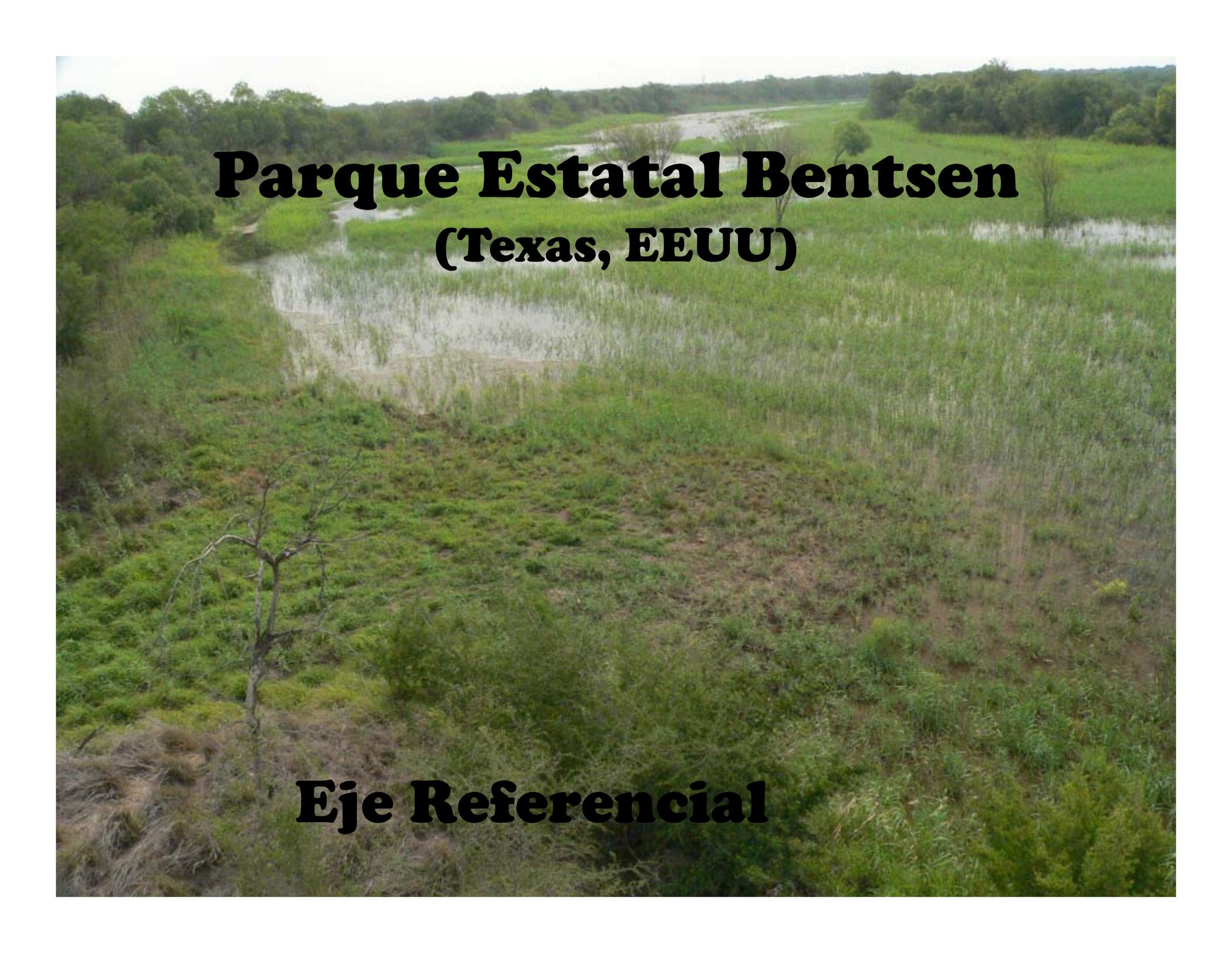
No limitado: Enseñar a los habitantes locales las cinco normas de turismo del sitio.

Limitado: Enseñar a los habitantes locales las cinco normas de turismo del sitio durante los primeros seis meses.

I = Impacto significativo

No significativo: El PUP desea incrementar la capacidad del sitio para que éste lleve a cabo el 20% de sus actividades programadas del plan de uso público.

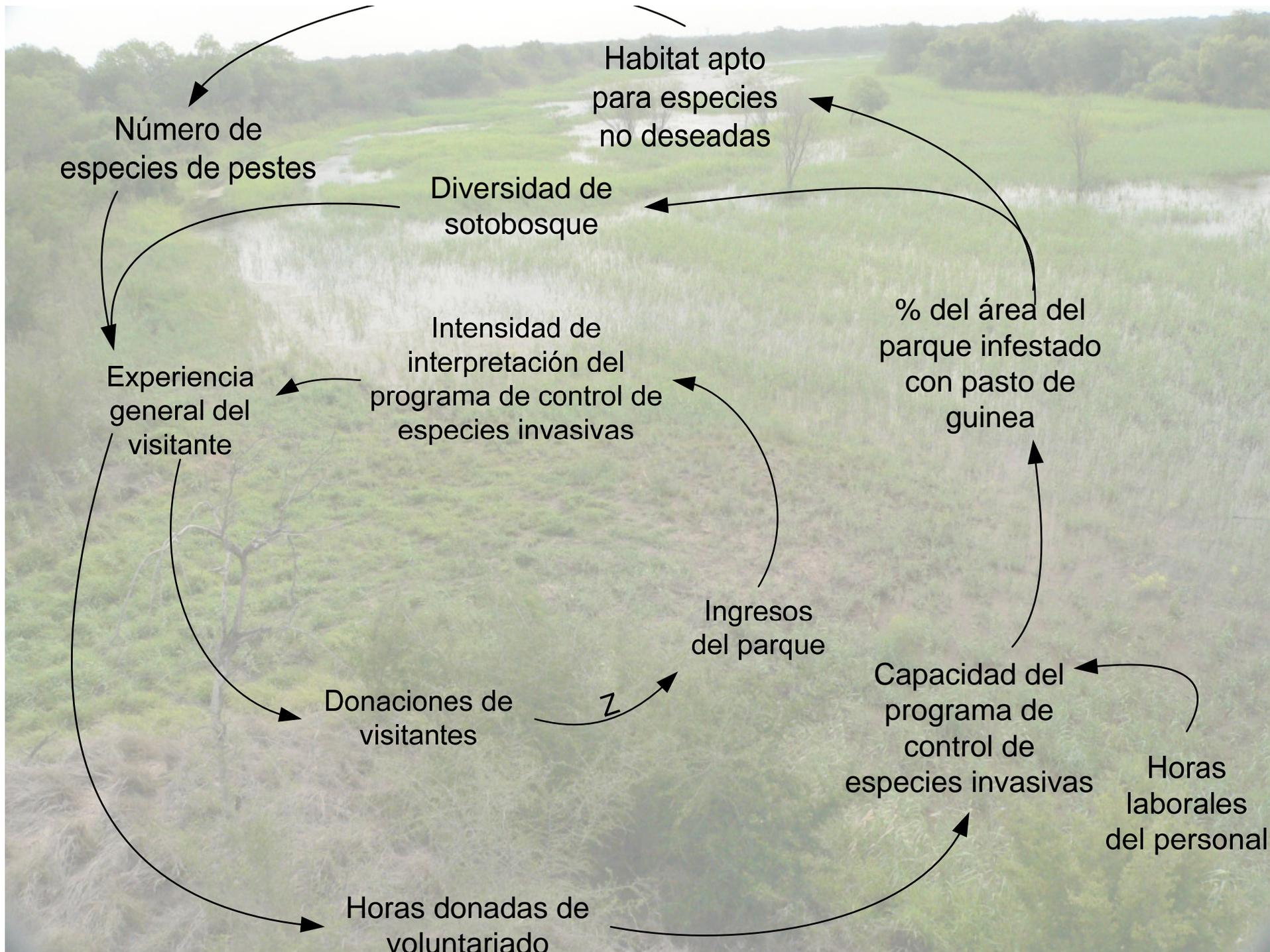
Significativo: Un PUP debe incrementar la capacidad del sitio para que éste utilice por lo menos el 50% de sus actividades anualmente. Este es el mínimo que los expertos consideran que evitará que se rehaga el plan completo cada año.

An aerial photograph of a wetland area. A winding waterway, likely a river or stream, flows through the center of the image. The surrounding landscape is covered in dense green vegetation, including tall grasses and shrubs. The water reflects the sky, and the overall scene is lush and natural.

Parque Estatal Bentsen

(Texas, EEUU)

Eje Referencial



Metas interpretativas

Meta del parque

El porcentaje del parque infestado por pasto de Guinea se reducirá por un 10% al final de 2006.

Metas para los guías interpretativos

- Los guías ofrecerán 4 programas públicos por mes para interpretar las especies invasivas a partir del 2006.
- Los guías ofrecerán una serie de 4 talleres de certificación sobre la erradicación del pasto de Guinea para personal del parque y voluntarios a partir del marzo de 2006.
- Mediante programas interpretativos y educativos los guías generarán por lo menos \$500 en donativos de los visitantes para el programa de erradicación del pasto de Guinea al final de 2006.

Shelton Johnson



Creando mensajes interpretativos



Módulo 2

Planificación de uso público



Los humanos crean significado todo el tiempo

Desde que nacemos



Mientras que dormimos





Hasta la muerte



Esta creación nos separa como especie...

PENGUIN CLASSICS

CERVANTES
DON QUIXOTE



CÓMO SE RODÓ LA GRAN SUPERPRODUCCIÓN
PROTAGONIZADA POR TOM HANKS

EL CÓDIGO
DA VINCI

La película
AKIVA GOLDSMAN

Prólogos de
DAN BROWN, RON HOWARD y BRIAN GRAZER

Algunas historias transmiten significados poderosos

GENESIS

WHEN GOD BEGAN creating^a the heavens and the earth, ² the earth was at first^b a shapeless, chaotic mass,^c with the Spirit of God brooding over the dark vapors.^d

³ Then^b God said, "Let there be light." And light appeared. ⁴ And God was pleased with it, and divided the light from the darkness. So he let it shine for awhile, and then there was darkness again. He called the light "daytime," and the darkness "nighttime." Together they formed the first day.^c

⁵ And God said, "Let the vapors separate^d to form the sky above and the oceans below." ⁶ So God made the sky, dividing the vapor above from the water below. This all happened on the second day.⁵

⁷ Then God said, "Let the water beneath the sky be gathered into oceans so that the dry land will emerge." And so it was. God called the dry land "earth,"

and the oceans "seas." And God was pleased with what he had done.

⁸ Then God said, "Let us make a man^e in our image, like ourselves,^f to be the image of all life upon the earth and in the seas, and to have dominion over the fish of the sea, the birds of the sky, and the animals that creep upon the earth."

to preside through the night; he also made the stars. ¹⁷ And God set them in the sky to light the earth, ¹⁸ and to preside over the day and night, and to divide the light from the darkness. And God was pleased. ¹⁹ This all happened on the fourth day.¹

²⁰ Then God said, "Let the waters teem with fish and other life, and let the skies be filled with birds of every kind." ^{21,22} So God created great sea creatures, and every sort of fish and every kind of bird. And God looked at them with pleasure, and blessed them. ²³ "Multiply and stock the oceans," he told them, and to the birds he said, "Let your numbers increase. Fill the earth!" This all happened on the fifth day.¹

²⁴ Then God said, "Let the earth bring forth every sort of animal—cattle and reptiles and wildlife of every kind." And so it was. ²⁵ God made all sorts of wild animals, cattle and reptiles. And God was pleased with what he had done.

²⁶ Then God said, "Let us make a man^e in our image, like ourselves,^f to be the image of all life upon the earth and in the seas, and to have dominion over the fish of the sea, the birds of the sky, and the animals that creep upon the earth."

²⁷ So God made man in his own image, in the image of God he made him; male and female he created them.

Algunas tienen el poder para
construir pirámides



Que duran milenios



Historias pueden enamorarnos



Algunas historias carecen de significado, solo entretienen



A man with dark hair, wearing a dark jacket over a light-colored t-shirt and light-colored pants, is sitting on a dark chair. He is holding a white bowl filled with food, possibly a salad or a bowl of pasta, and is eating. The room is dimly lit, with a warm-toned lamp visible in the background. The overall atmosphere is quiet and somewhat somber. The text is overlaid on the right side of the image.

Pero cuando nuestras vidas carecen de una historia positiva y significativa, nos puede destruir

Destruye hasta pueblos enteros



También las historias pueden revivir un pueblo



Yo tengo un sueño!

Si los humanos siempre creamos las historias, entonces los administradores deben aprovechar para ayudarnos a crear historias beneficiosas sobre su patrimonio.



Psicológicos muestran...

Que los visitantes olvidan casi todo dentro de unas semanas. Entonces, la memorización no puede ser el objetivo de la interpretación...



Objetivo: provocar a la gente a pensar tanto como posible sobre lo que significa el sitio para luego participar en la interpretación



Narrativa interpretativa en el web

Recorrido guiado interpretado

Rotulación interpretativa

Exhibiciones interpretativas

Panfleto interpretativo

Diseño interpretativo de edificios y otra infraestructura

Mensajes fuertes

Entre más tiempo que la persona piensa, más ideas crear y un aprecio más profundo disfruta.

¿De qué consiste un
mensaje interpretativo?



Mensajes son fuertes o débiles



Diferentes mensajes para diferentes usos

Mensajes comerciales

Sierra de Guardarrma es un gran lugar para observadores de aves.

Mensajes de voluntad (mandatos, consejos)

¡Salvemos el planeta! o Las personas deben de...

Mensajes académicos (enunciados de hechos)

El resultado del experimento se dio dentro de un 95% confianza...

Mensajes decepcionistas

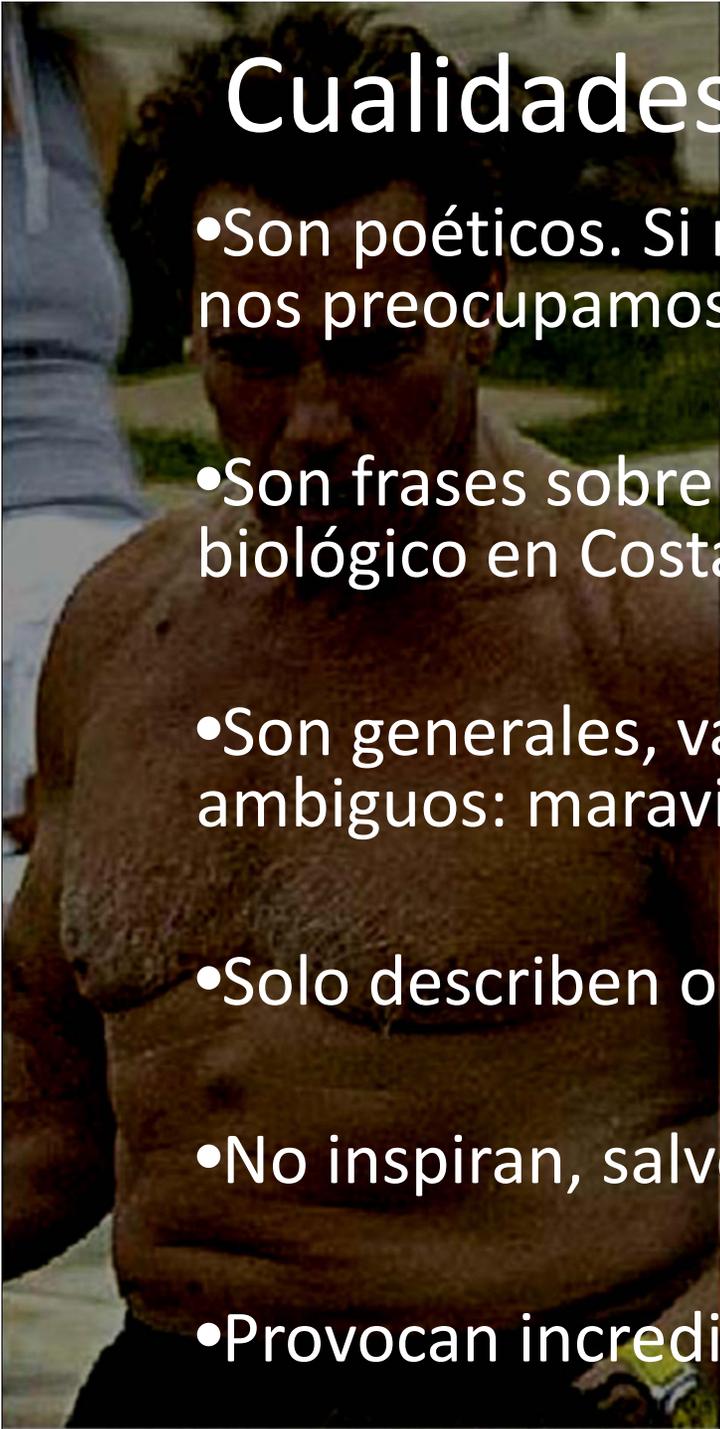
Las serpientes pican por ambos lados, por eso, hay que matarlas.

Y el mensaje interpretativo

Revela una nueva perspectiva o verdad superior sobre un lugar, idea, cosa, persona o evento atrás de los hechos.

La única diferencia entre el patrimonio mundial y todo lo demás son las historias que creamos.

Si el mensaje no revela una nueva perspectiva, el mensaje es débil o ni siquiera es un mensaje interpretativo.



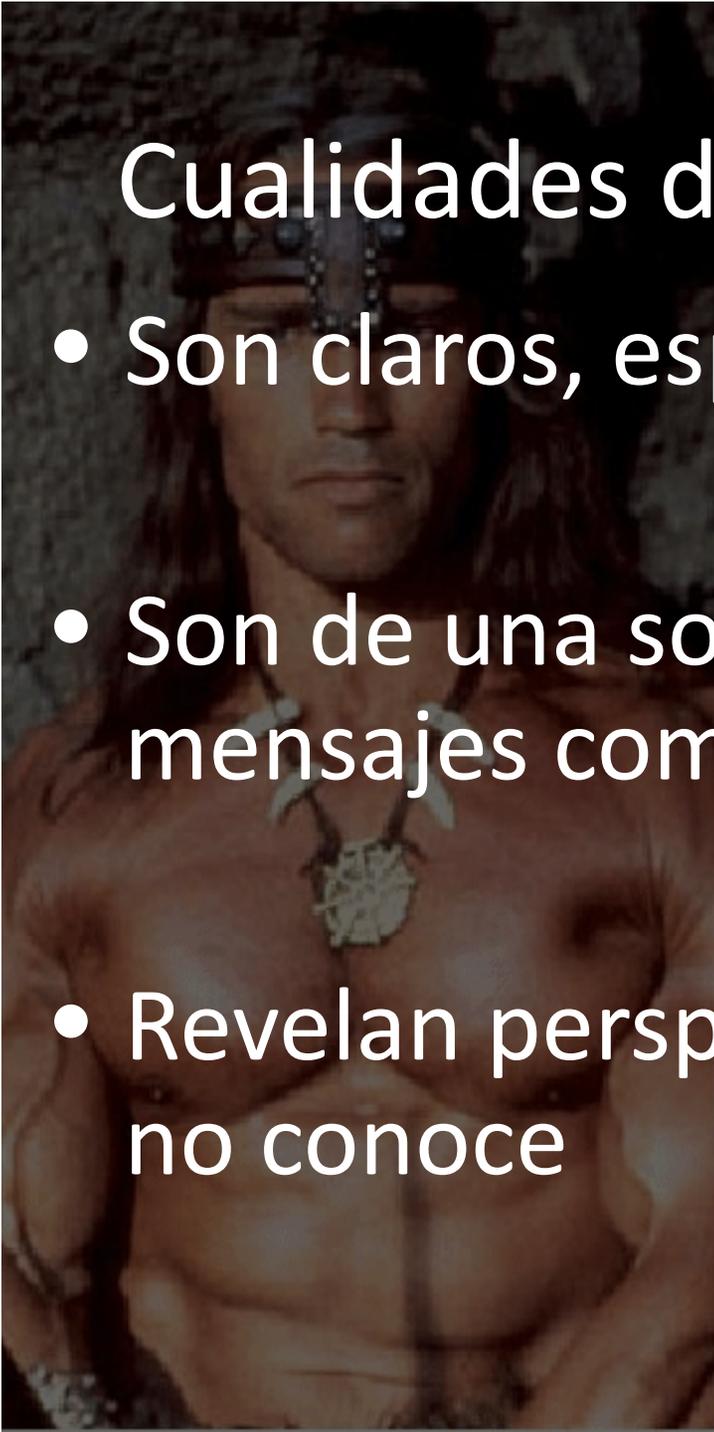
Cualidades de mensajes débiles

- Son poéticos. Si no contamos nuestros mensajes, no nos preocupamos por una redacción bonita y poética.
- Son frases sobre cosas sin una idea: Mejor corredor biológico en Costa Rica
- Son generales, vagos y usan metáforas y adjetivos ambiguos: maravilloso, tesoro, joya, magníficos
- Solo describen objetos, declaran lo obvio o son cliché
- No inspiran, salvo para bostezar
- Provocan incredulidad inmediata.

Mensajes interpretativos

Los intérpretes usan mensajes interpretativos para provocar y profundizar el aprecio y fortalecer actitudes positivas de una audiencia por un lugar, recurso, atractivo, objeto o idea.



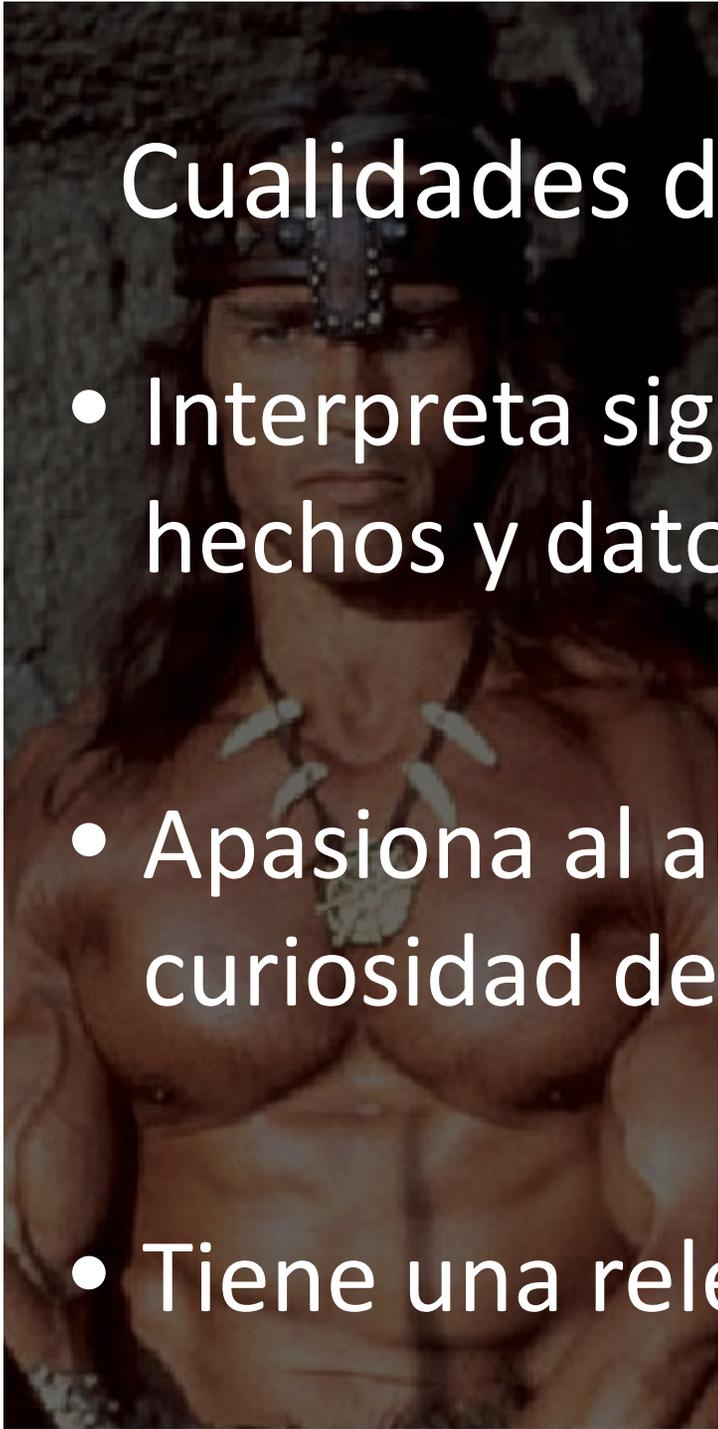


Cualidades de fuerza

- Son claros, específicos y sin ambigüedad
- Son de una sola frase o dos cuando sean mensajes complejos
- Revelan perspectivas que la audiencia no conoce

Cualidades de fuerza

- Interpreta significados, no describe hechos y datos
- Apasiona al autor y provoca interés y curiosidad de terceros solo al leerlo
- Tiene una relevancia universal



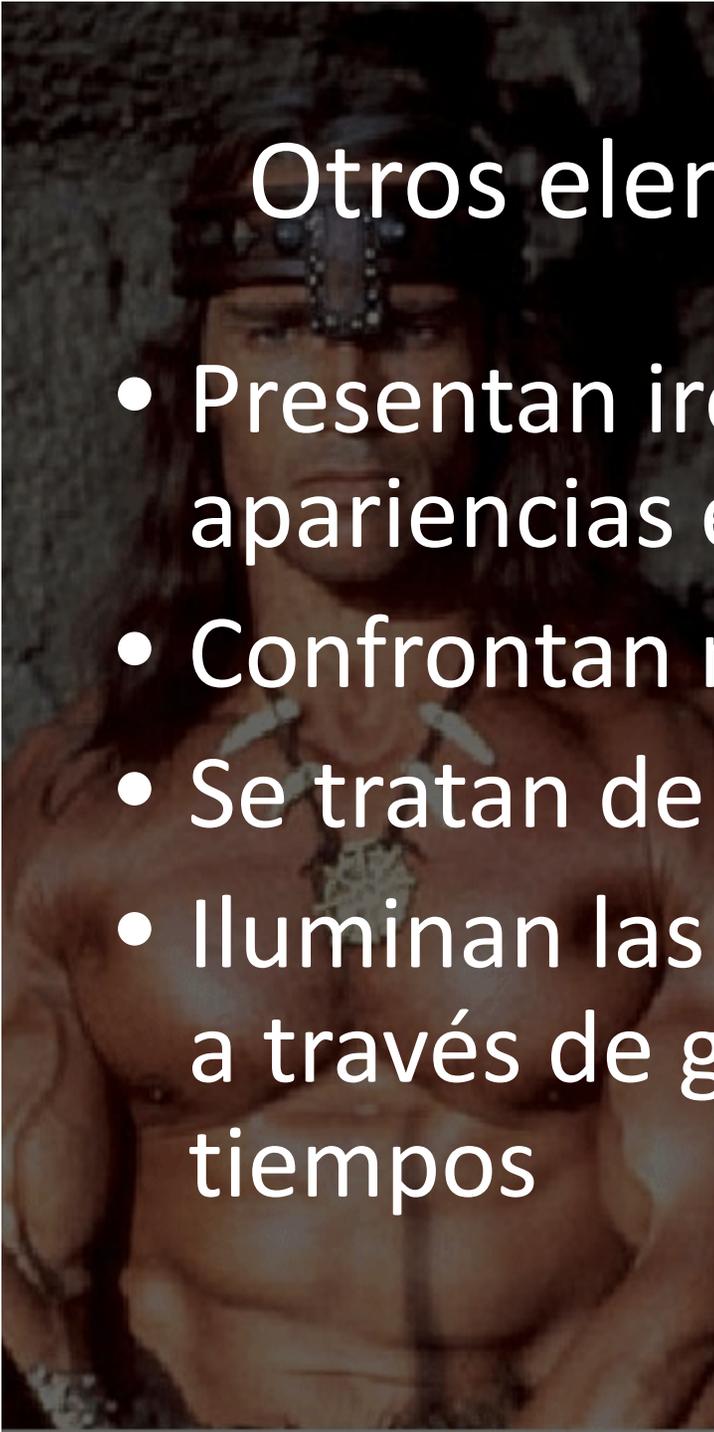
Temas universales que vinculan con la

CONDICION HUMANA

- Cambio
- Conflicto
- Exploración
- Muerte y nacimiento
- Orden vs. caos
- Poder
- Lucha por libertad
- Honor
- Perverserencia
- Amor y pérdida

Proceso universales

- Sobre todo, los mensajes fuertes iluminan los procesos universales que combinan para crear sitios u objetos únicos.
- Procesos universales (geológicos, sociológicos, económicos, biológicos, etc.) conectan el sitio interpretado con el sitio de donde viene el visitante
- Procesos universales ayuda al visitante ver conexiones donde antes solo veía separación



Otros elementos provocativos

- Presentan ironías, paradojas y apariencias engañosas
- Confrontan mitos
- Se tratan de complejidad y dinamismo
- Iluminan las influencias que funcionan a través de grandes distancias y tiempos

Mensajes fuertes

- Los gobiernos combaten el narcotráfico donde cultivan la coca en Colombia, mientras que consumidores invisibles e inculpables en distantes tierras impulsan la demanda.

Los conservacionistas y los ganaderos a pequeña escala comparten el amor por la tierra; su hostilidad mutua es un vestigio del Siglo XX.

- Las hormigas han innovado estrategias agropecuarias (arriar áfidos y cultivación de hongos) milenios antes de que los humanos "inventaran" sus propios sistemas agropecuarios.

Marcos interpretativos

Mensaje principal universal

¿Qué es la verdad que revelan los mensajes universales?

Mensajes universales

¿Se aplican estos procesos a través del mundo y universo?

Mensajes locales

¿Cómo este sitio combina de manera única los procesos universales y por qué nos deberá importar? ¿Cuáles son su rol, propósito y contribuciones que contestan 'Y qué'?

Historias y atractivos

¿Qué experimenta directamente la gente en o sobre el sitio?



Procesos y fuerzas universales

Rasgos locales, combinaciones únicas de procesos universales

Facetas tangibles e intangibles

Mensaje principal universal

¿Qué es la verdad que revelan los mensajes universales?

Mensajes universales

¿Se aplican estos procesos a través del mundo y universo?

Mensajes locales

¿Cómo este sitio combina de manera única los procesos universales y por qué nos deberá importar? ¿Cuáles son su rol, propósito y contribuciones que contestan 'Y qué'?

Historias y atractivos

¿Qué experimenta directamente la gente en o sobre el sitio? que visitan el patrimonio.

Perspectiva de los planificadores interpretativos inmortales, arriba en Monte Olimpo



Procesos y fuerzas universales
Rasgos locales, combinaciones únicas de procesos universales
Atractivos, facetas tangibles e intangibles

Perspectiva de los visitantes mortales

5

Razones para usar un
marco interpretativo

Conecta lo tangible del sitio como atractivos e historias con lo universal, así provocando más pensamiento y aprecio

1.

WELCOME TO FORT JESUS NATIONAL MONUMENT



A UNESCO WORLD HERITAGE SITE





Diferentes mensajes relacionados también se refuerzan uno con el otro, creando nuevos significados

2.





Todas las comunicaciones usan los mismos mensajes de la misma manera para efecto sinérgico

3.

Algunos mensajes son mejores que otros para audiencias diferentes

4.





Articulan los mensajes claramente con sus historias y atractivos para que se puedan usarse por guías, historiadores, operadores de turismo, residentes, etc.



El caso de Parque
Nacional El Cocuy,
Colombia





¿Cuáles son los elementos más
Significativos Sobre el patrimonio del
PNR El Cocuy que contribuyen a las historias
y mensajes con nuevas perspectivas
Sobre la humanidad y la Naturaleza?

Cocuy, Dete
Belleza y Cultura

El primer lugar (Ritacuba) La SNI es el glaciar fósil
donde paga el sol en la sierra del Ecuador y en la
cordillera oriental colombiana como torcido.
PNR el más extenso
en masa glacial en
Colombia.

Ritacuba Blanco
pico más alto de
la Cordillera Oriental
5330 msnm
El pico glaciario más
alto de la cordillera
oriental "Ritacuba
Blanca"

LA SIERRA NEVADA
EN SU MAYOR
ALCORA

Creación del
Detallon
Alta Montaña
1963-2004

Posee la única piedra
sobre el glaciar que
se cubre de nieve
en Boyacá - Pálpito del
Diablo.

Casa del Ing. Olimpio Goffe
descubierta de las masas
de hielo de pas de Ho
se crea en ser fundado en
la sierra grande (1940)
visitado como el pueblo fósil
de Boyacá en 1965.

EL COCUY.
El casco urbano del
municipio de El Cocuy
es el único que conserva
la arquitectura de la
época colonial y
república (1930-1950)

Casa del Escultor
Antonio Bonilla
Toda su madre y se hizo
sobre la época. Ilustración

EVIDENCIA
ILUSTRACION
BIOCULTURAL
OWA
Es el único lugar
en Colombia donde
se encuentra el
monumento de la Signi-
ficación U'wa.

La erupción del
Volcán Nevado
del Ruiz
"¿del desamparo
del Ruiz?" 1985

El único y más antiguo
sitio del patrimonio del
PNR El Cocuy.

Presencia de la Adoración
de la Virgen Morenita de
Suzón, considerada como
una de las 5 imágenes
más milagrosas de
Colombia.

Sitio donde ocurrió el
Suicidio colectivo
más grande de la
historia chililucha

El único sitio donde se
reporta presencia
del chupacabras
en Colombia.

Posee el más grande
Valle de Cegueres en
Colombia, EL MAS
GRANDE MONTAÑA
DE ALTO MONTAÑA

El complejo lagunar
de origen glaciario más
grande de
Colombia.

Posee la laguna de
la Plaza, considerada
la más bella de
Suramérica.

Pensamiento se
construye sobre
los recursos del
lugar

Pensamiento
Lugares

LA HISTORIA
DESDE LO MÁGICO
Y RELIGIOSO

Pensamiento se construye sobre los recursos del lugar

Pensamientos de los lugareños		Biofísico del lugar			
Cocuy, Arte, Belleza y Cultura	La historia desde lo mágico y religioso	La Sierra Nevada en su Mayor Altura	5300 m en biodiversidad	Sin nombre	
Cuna del Ing. Olimpo Gallo descubridor de las minas de hierro de paz de Río	Presencia de la Advocación de la Virgen Morenita de Guican, considerada como una de las 5 imágenes más milagrosas de Colombia	El primer lugar (Ritak co) donde pega el sol en la cordillera oriental Colombia	Hotspot de la biodiversidad (biodiversidad)	Posee el único vivero de alta montaña ecuatorial a 3950 m/posee el único (y a mayor altura) centro de propagación de material vegetal de páramo Colombia	Posee. la laguna de la Plaza, considerada a la más bella de Suramérica
Cuna del Escultor Antonio Bonilla talla en madera y retablos sobre la época boliviana	(El único sitio) donde se reporta presencia del chupacabras en Colombia.	La Sierra Nevada es el glaciar más grande al N de la línea ecuatorial y en zona tórrida	Es el mayor continuo boscoso y de páramo de los Andes del Norte		Posee el más grande humedal de alta montaña en Colombia, Valle de Cojines
El casco urbano del municipio de El Cocuy es el único que conserva la arquitectura de la época colonial y republicana	Sitio donde ocurrió el suicidio colectivo más grande de la historia Chibcha	PNN es el más extenso en masa glacial en Colombia	Único lugar en el mundo donde encontramos <i>Espeletia curialensis</i>		El complejo lagunar de origen glaciar más grande de Colombia
El cuarto municipio en ser fundado en la nueva granada (1541)	Posee un antiguo templo doctrinero	Posee la única piedra sobre el glaciar que no se cubre de nieve en Boyacá. Pulpito del Diablo	Es un centro de especiación de endemismos y de biodiversidad de toda la cordillera oriental		
Premiado como el pueblo más lindo de Boyacá en 1985. El Cocuy		El pico glaciar más alto de la cordillera oriental "Ritacuba Blanco" 5330 m	Cubre uno de los mayores gradientes altitudinales de cualquier AP en Colombia		



Mensajes locales

<p>Ruta de la Sal El tránsito comercial por la Ruta de la Sal, tanto de los indígenas como los españoles, impulsó el dominio cultural y territorial de El Cocuy en la región.</p>	<p>Desacralización A pesar de que los españoles traían la sagrada cruz para extender su religión sobre la cosmovisión indígena, en realidad, dejaron el territorio desacralizado.</p>	<p>Masas glaciales Aunque la Sierra Nevada de Güicón, Cocuy y Chita cuenta con una de las masas glaciales más extensivas al norte de la línea ecuatorial, los picos que una vez estuvieron cubiertos de hielo, uno por uno se están descongelando.</p>	<p>Biodiversidad y endemismo Debido a su gradiente altitudinal a través de sus extensos bosques y páramos y su consecuente abundancia de hábitat, el PNN El Cocuy es centro de alto nivel de biodiversidad y endemismo como por ejemplo el frailejón <i>Epeletia cleffi</i> y el lagarto collarejo (<i>Stenocercus lache</i>).</p>
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Mensajes Universales

Se saló lo sagrado

El comercio por la Ruta de la Sal desató la desacralización del territorio indígena.

Las glaciaciones y biodiversidad

La expansión y retroceso milenario de los glaciares del PNN El Cocuy dejaron refugios que permitieron la especiación a través de los niveles altitudinales.

Mensajes locales

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Mensaje Principal Universal

Rutas glaciales, rutas biológicas

Con el transcurrir del tiempo, las rutas glaciales abren y cierran paso a las rutas humanas y de otras especies.

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Évora, Portugal



Mensajes Locales

<p>El Centro Histórico de Évora es un documento de la evolución urbana. En una rara armonía visual, se recorre la ciudad intramuros y se calcorrean recuerdos que se redescubren y reconocen cada paso.</p>	<p>Un territorio documenta la ruta del hombre desde sus orígenes en múltiples dimensiones. El territorio alrededor de Évora conserva la mayor cantidad de monumentos pre y protohistóricos en Europa, un bien paisajístico celebrado en la literatura y poesía aún antes de que</p>	<p>Évora tiene el encanto de ciudades antiguas. Más allá de las experiencias del espacio urbano como bien patrimonial, histórico, sensorial y estético, conserva las únicas dimensiones culturales que muestran sus raíces alentejanas, populares y campesinas junto a su dimensión</p>	<p>Después de la creación de los estudios generales (1559), Évora consolidó su dimensión cultural. La universidad jesuita, el canto polifónico, la producción tipográfica, el coleccionismo iluminista, los movimientos socioculturales ligados a la difusión de las artes, sobretudo del teatro, afirman a Évora como</p>	<p>El Centro Histórico de Évora fue clasificado por la UNESCO por representar “el mejor ejemplo de una ciudad portuguesa de la Edad del Oro (Siglo XVI)” y también porque “su paisaje urbano permite entender la influencia de la arquitectura portuguesa en el mundo.” Presenta, sin embargo, un conjunto vasto de monumentos de varias épocas y estilos, notables por sí solos.</p>
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Mensaje Principal Universal

La humanidad construye y difunde sus expresiones culturales de múltiples maneras.

Mensajes Universales Superiores

Hay varios medios que documentan la historia.

Las ciudades y los territorios acumulan pistas de ocupación y uso que documentan el paso de diferentes sociedades humanas y constituyen el ambiente en que se produce y reproduce la cultura, el arte y enseñanza.

Difusión de la historia humana

Los descubrimientos marítimos transportan consigo los modelos culturales y urbanos.

Mensajes Universales Inferiores

Las ciudades históricas documentan en piedra y cal la matriz en cual las personas han vivido durante siglos.

El paisaje documenta el paso del hombre desde sus orígenes hasta la actualidad.

La cultura inmaterial documenta la historia humana.

La creación cultural y la enseñanza documentan la historia humana.

Mensajes Locales

El Centro Histórico de Évora es un

Un territorio documenta la ruta del

Évora tiene el encanto de ciudades

Después de la creación de los estudios generales

El Centro Histórico de Évora fue clasificado por la UNESCO por

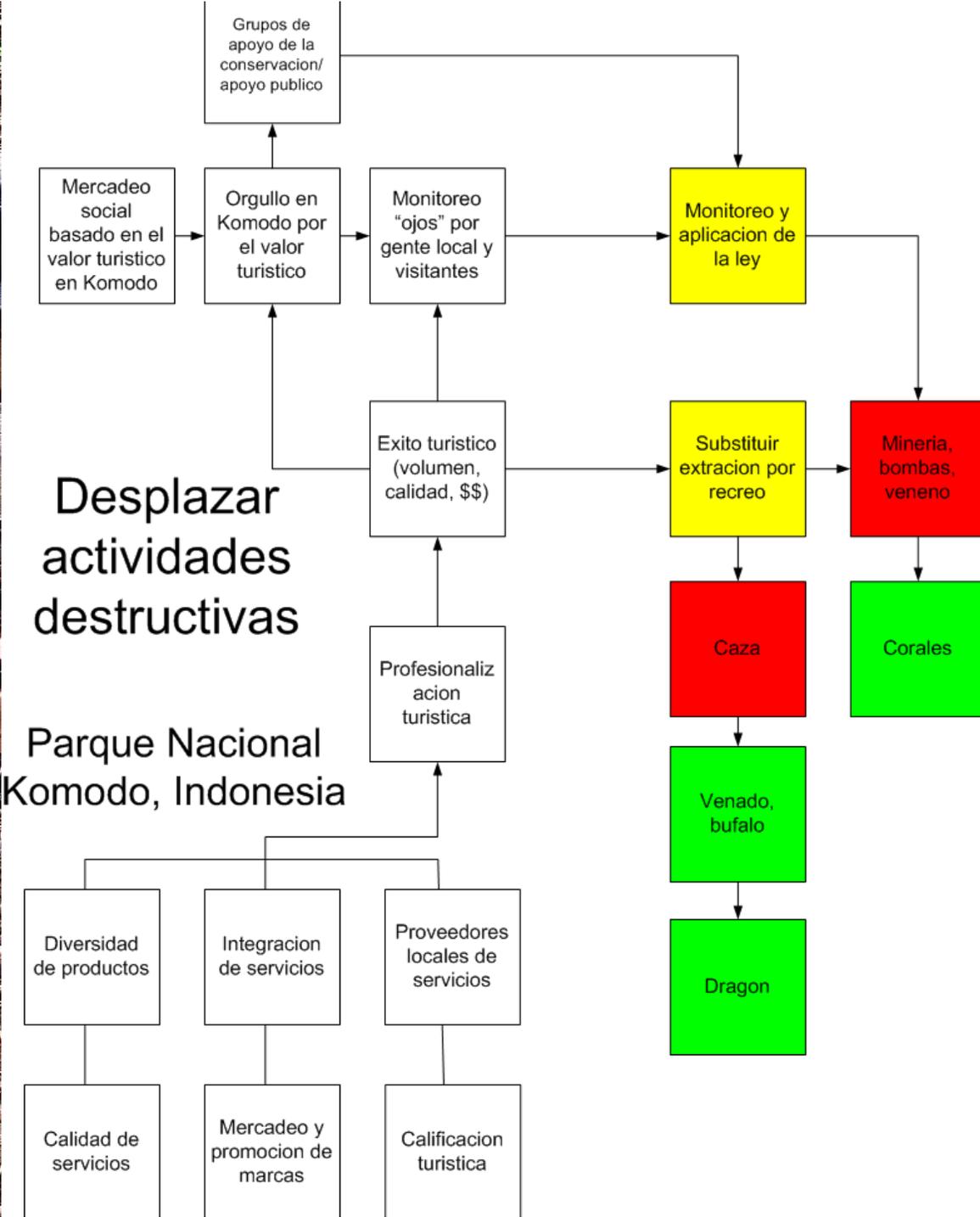
Sustitución económica

Parque Nacional Tikal, Guatemala



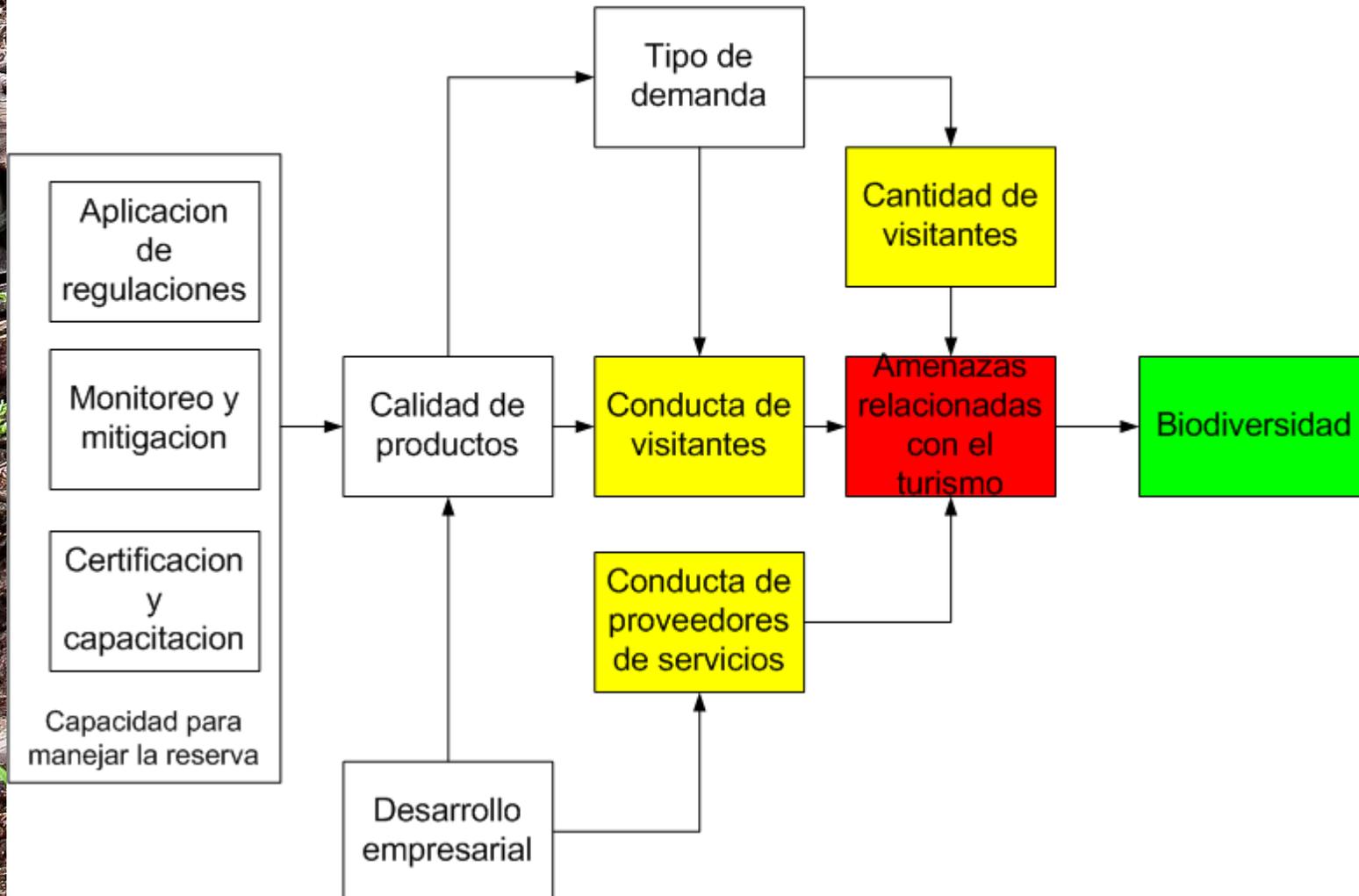
Macro-estrategias





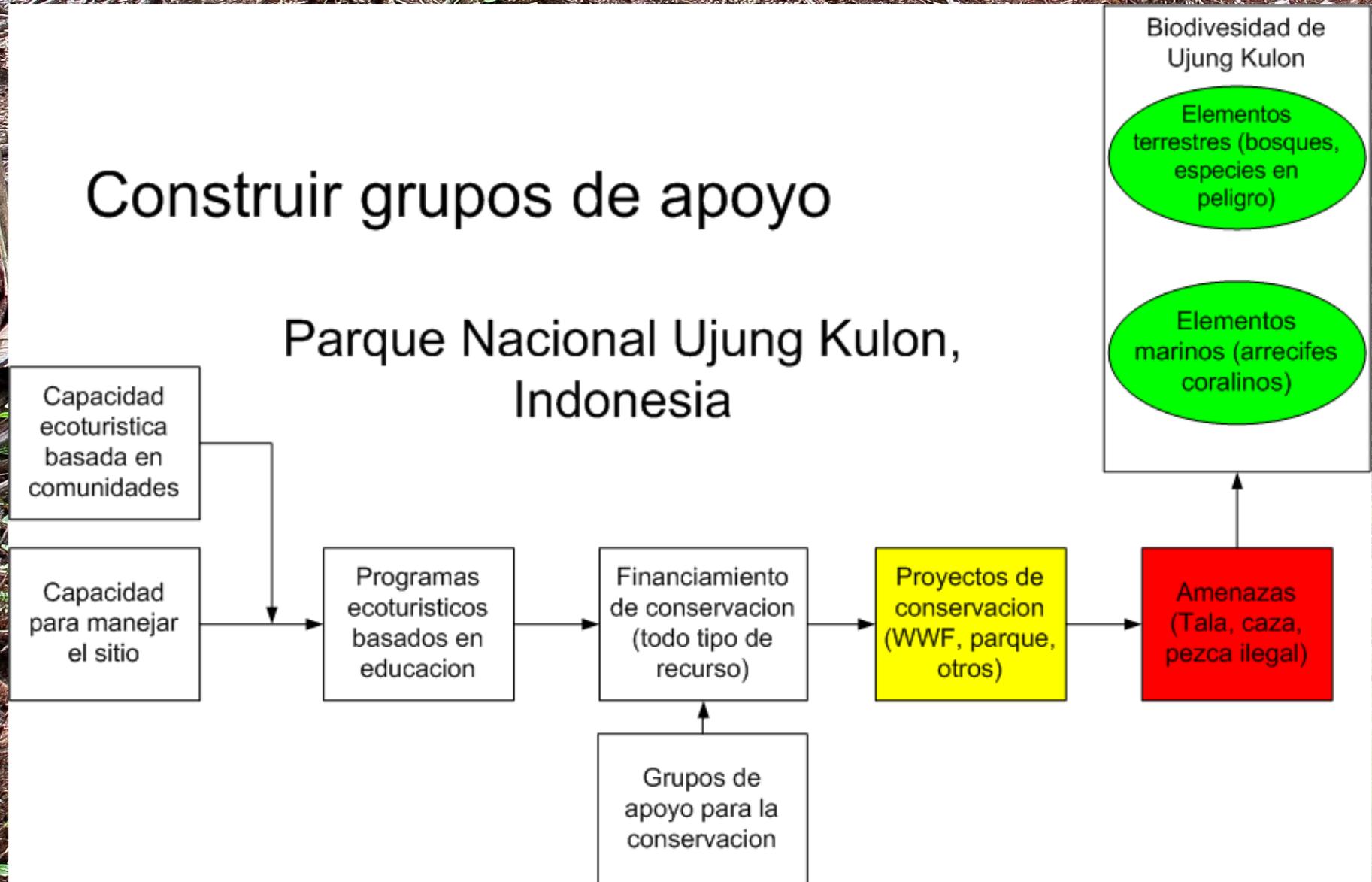
Control por calidad

Reserva de la Biosfera Sian Ka'an, Mexico

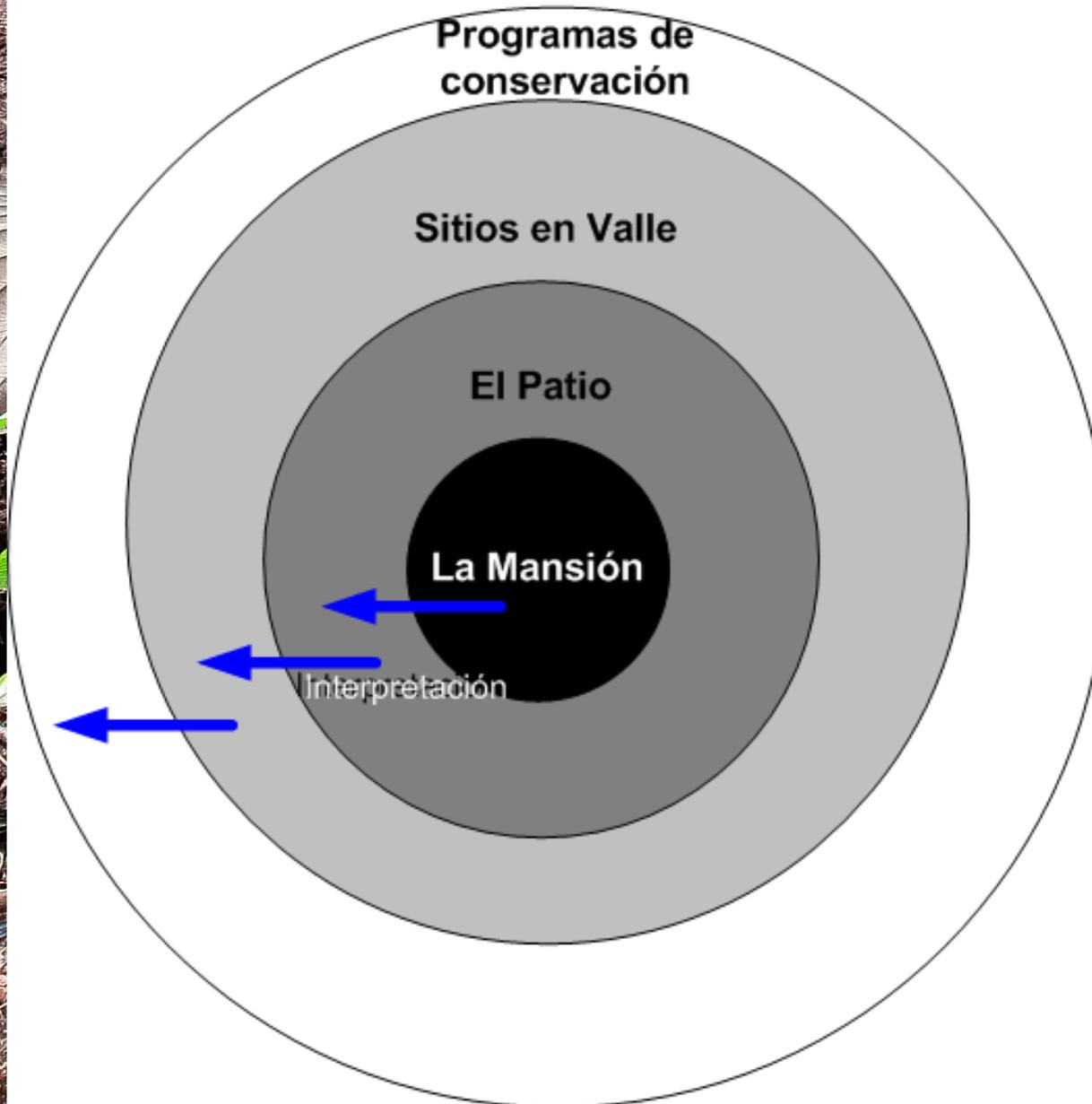


Construir grupos de apoyo

Parque Nacional Ujung Kulon, Indonesia



Estrategia interpretativa de Quinta Mazatlán



Estrategia para los productos de uso público de Quinta Mazatlan

Mensaje principal: El Valle del Río Grande Bajo se encuentra en la Ruta de Vuelo Migratoria Central de Norteamérica es un punto migratorio principal norte-sur para ambas aves y gente. Por consiguiente, ambos residentes y migrantes humanos y aviares han moldeado el carácter biológico, cultural y político del Valle.

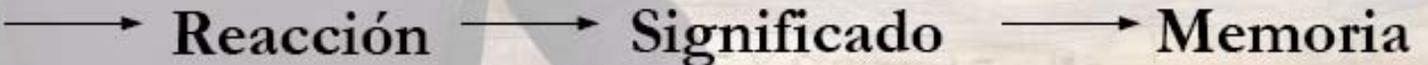
sub-mensaje → Historia	Objetivo	Audiencia					
		Familias de McAllen	Grupos organizados	Grupos sociales	Pajareros	Participantes de eventos	Tejanos de invierno
Habitat y conservación Microcosmo de un valle en recuperación	1. Mansión --> Patio	Internal Rotulación interna (sí mismo) caminatas guiadas, B, E	Programas personalizados en la propiedad A, B, C	En Salon de Vidrio, menu de programas de Educ Amb	Rotulacion interna, panfleo auto-guiado A, B, C	Rotulacion interna, regalias, video-charla interpretativa E	Rotulacion interna, panfleto auto-guiado A-E
	2. Patio-->Valle	Se integra (sí mismo) en caminatas guiadas; pizarra de noticias, rotulación en el exterior A-C	Integrado a los programas personales, quiscos de WBC A-E		Rotulación exterior, pizarrón, quisco-panel del WBC A-C	Rotulación exterior, pizarrón, quisco de ebird-panel de WBC A-C	Rotulación exterior, pizarrón, quisco ebird-panel de WBC, A-C
	3.-->Conservación en patios	Intérprete, rotulación exterior, quisco de información A-C	Integrado a los programas personales A-E	Integrado a los programas de educación ambiental A-C			
	4.--> Fondo de conservación		Integrado a los programas personales, WBC quisco A-E		Exhibición sobre conservación, pizarrón, programa membresía de WBC, quisco E	Parte de una charla-video interpretativa, quisco de WBC E	Exhibición sobre conservación, pizarrón, programa membresía de WBC, quisco E
		Rotulación interior, caminatas	Programas personalizado	En salón de vidrio, menu de programas de			

- A. Jardín de mariposas
- B. El Patio
- C. La Pradera
- D. La Mansión



Actividad
+
Entornos
+
Recursos
+
Autenticidad

Evento



Experiencia del visitante



Espectro de oportunidades recreativas (ROS)

Clasifica paisajes a través de 6 zonas



Áreas urbanas ofrecen las vistas, sonidos, olores y servicios de civilización.

Áreas altamente
modificadas, pero
alejadas de áreas
urbanas



Una experiencia principalmente natural con presencia moderada de personas, normalmente integrada con la naturaleza.



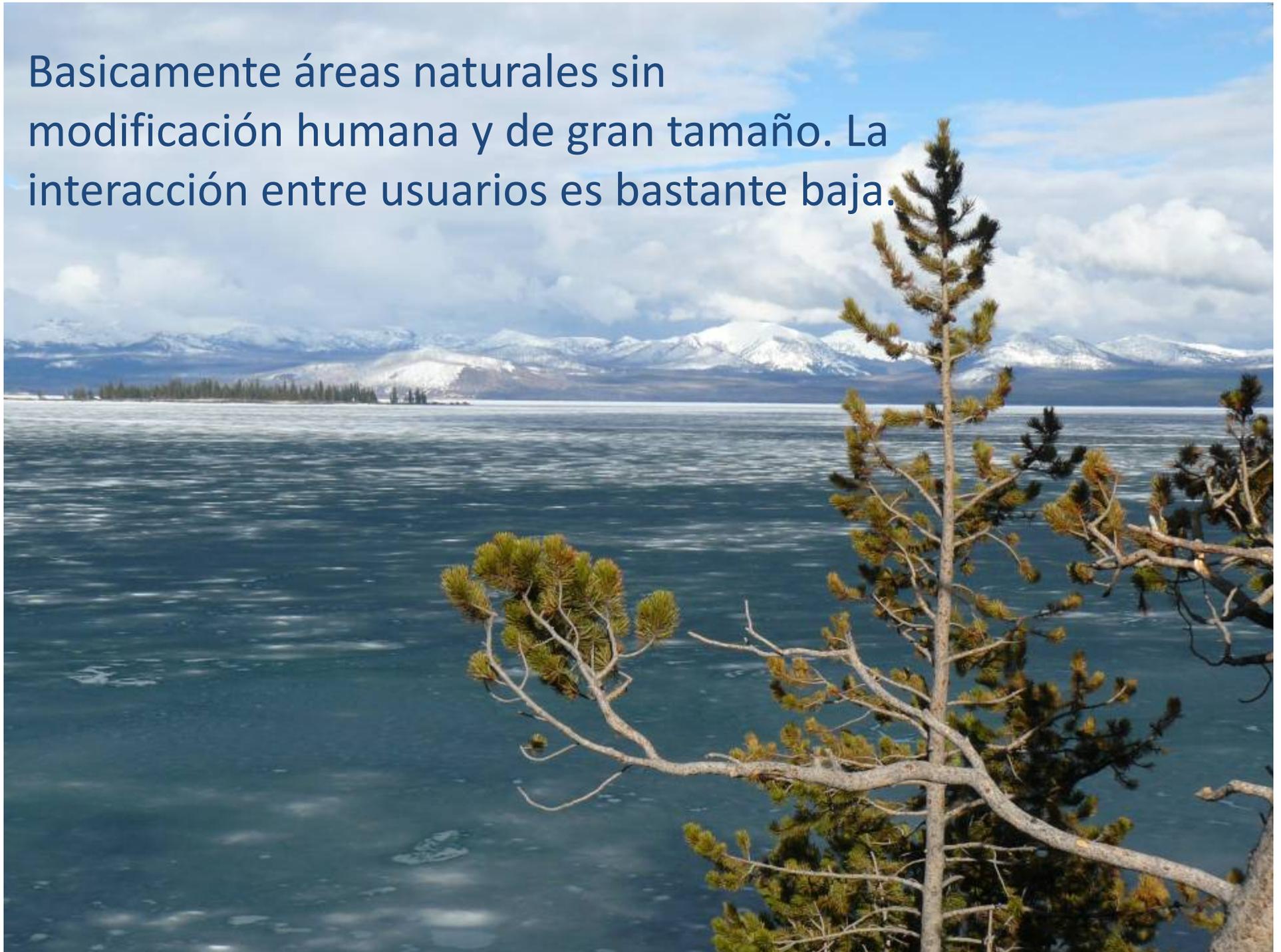


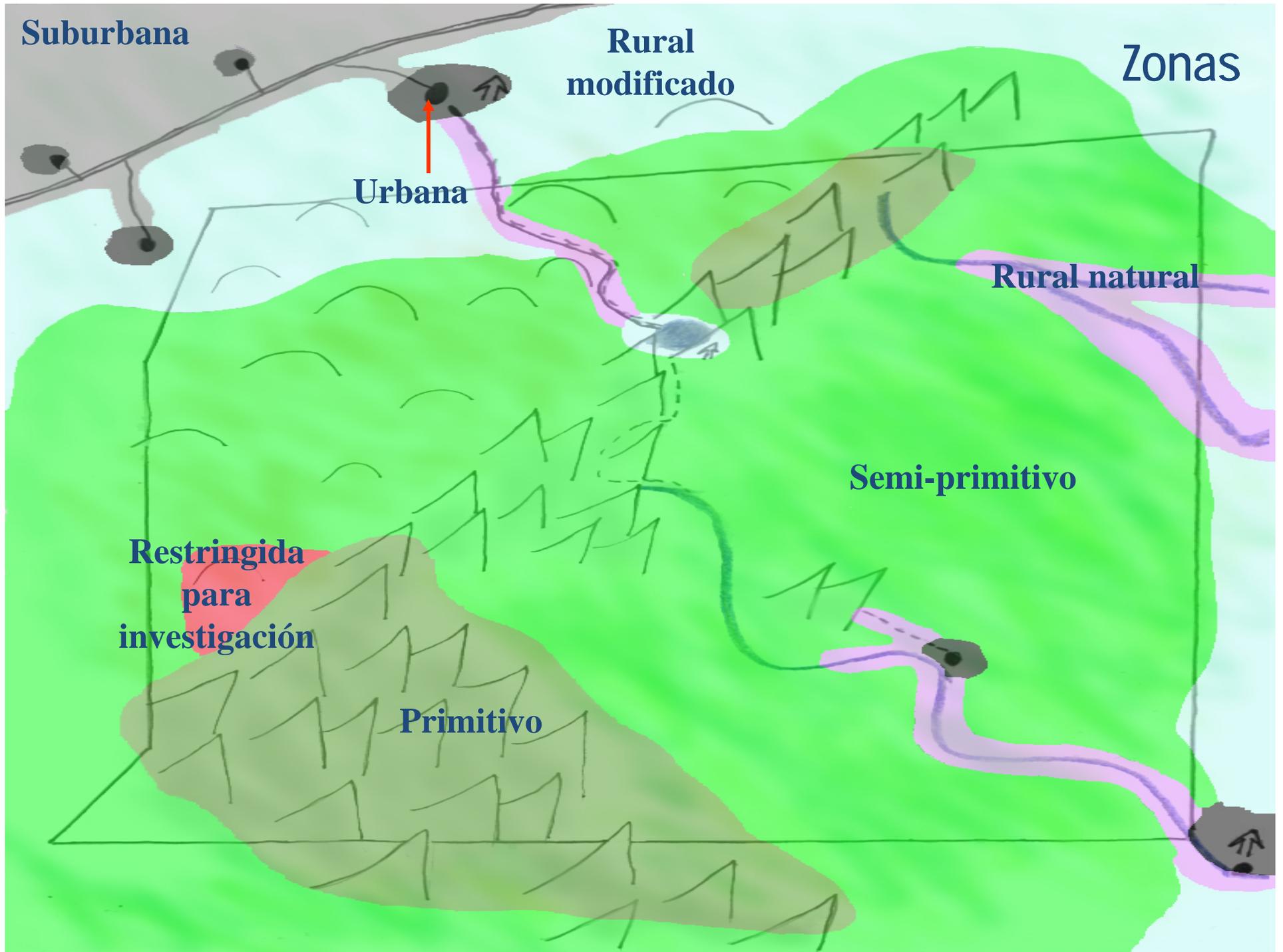
Principalmente natural con bajas concentraciones de usuarios, normalmente áreas grandes y accesibles con vehículos motorizados.



Casi completamente natural con baja interacción entre usuarios. El área no es accesible con vehículos motorizados.

Basicamente áreas naturales sin modificación humana y de gran tamaño. La interacción entre usuarios es bastante baja.











ROS dice nada sobre los espacios interiores y de pequeña escala.









**Zonificación basada en autenticidad
para complementar ROS**

Autenticidad

Calidad

Precio

Disponibilidad



Lo auténtico no siempre es fácil saber. Pero es clave para la experiencia.









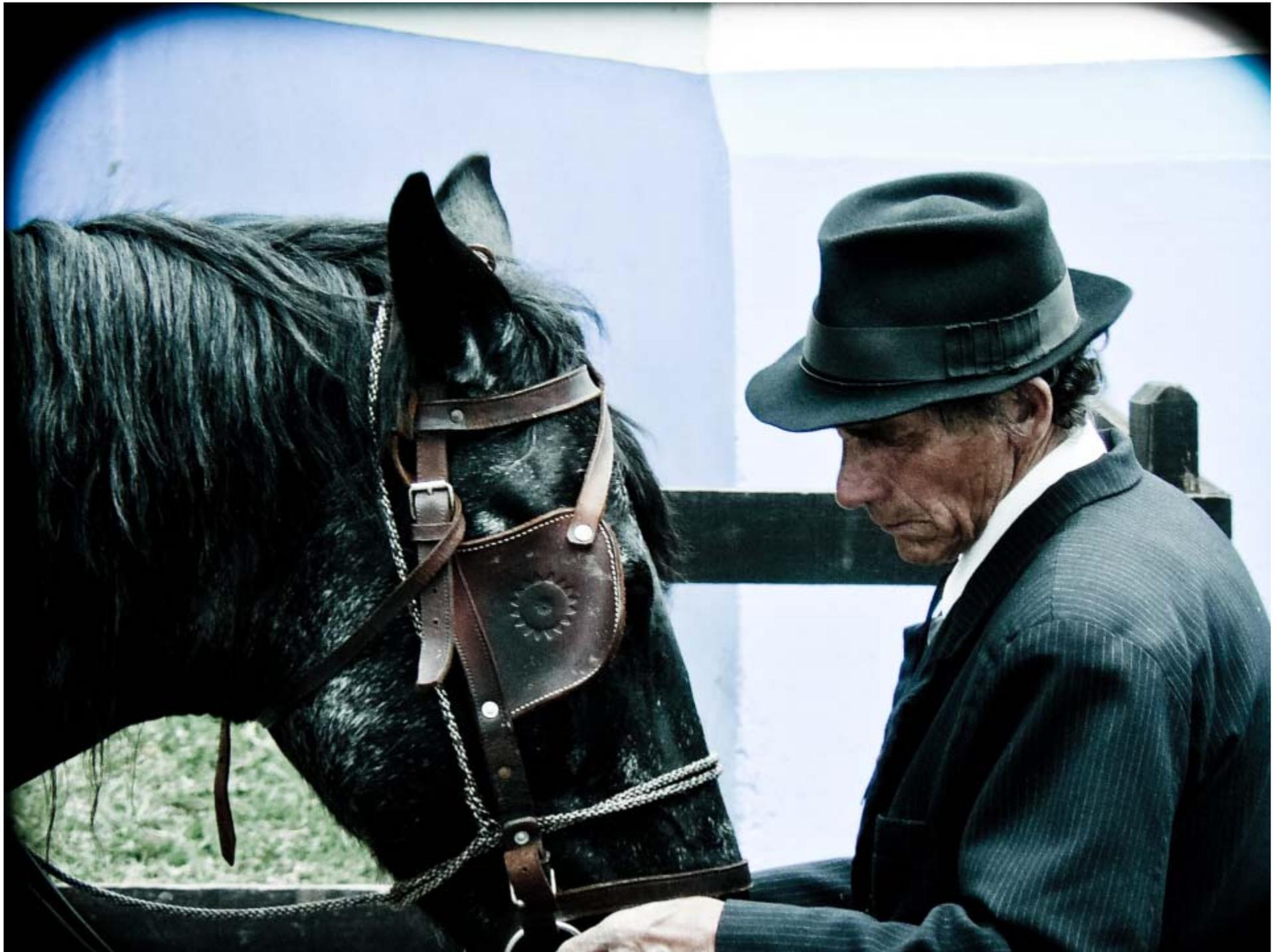














Anachronism





Inticidad influyente

lo que influye en otras entidades, pidiendo a que los humanos alcancen objetivos superiores y proveyendo pistas de una mejor forma, no consequential o sin significado

CCTV NEWS



CULTURAL HERITAGE & COMMERCIALIZATION

DIALOGUE



**Niveles o zonas
de autenticidad**

En la subconciencia...

Una mala
casa de
espantos







MURDERED IN THE STREETS
OF
TOMBSTONE

ROBERT FINLEY
McLAURY
KILLED
Oct. 26, 1881

THOMAS CLARK
McLAURY
KILLED
Oct. 26, 1881

WILLIAM HARRISON
CLANTON
KILLED
Oct. 26, 1881

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www.mccainphoto.com



Zona 2 ejemplos

- Sitios altamente manejados o sobre comercializados
- Demasiado hacinamiento
- Atractivos sucios o inaccesibles
- Tombstone, Arizona, Isla Komodo, Buddhas de Bamiyan, parcamiento de Yosemite, Stonehenge

Media autenticidad (Zona 3)

Visitante acepta la autenticidad aunque no de inmediato y está dispuesto a ignorar las distracciones moderadas, muchas veces asociadas con la misma visitación. El sitio todavía puede provocar emociones, pero no fuertes.



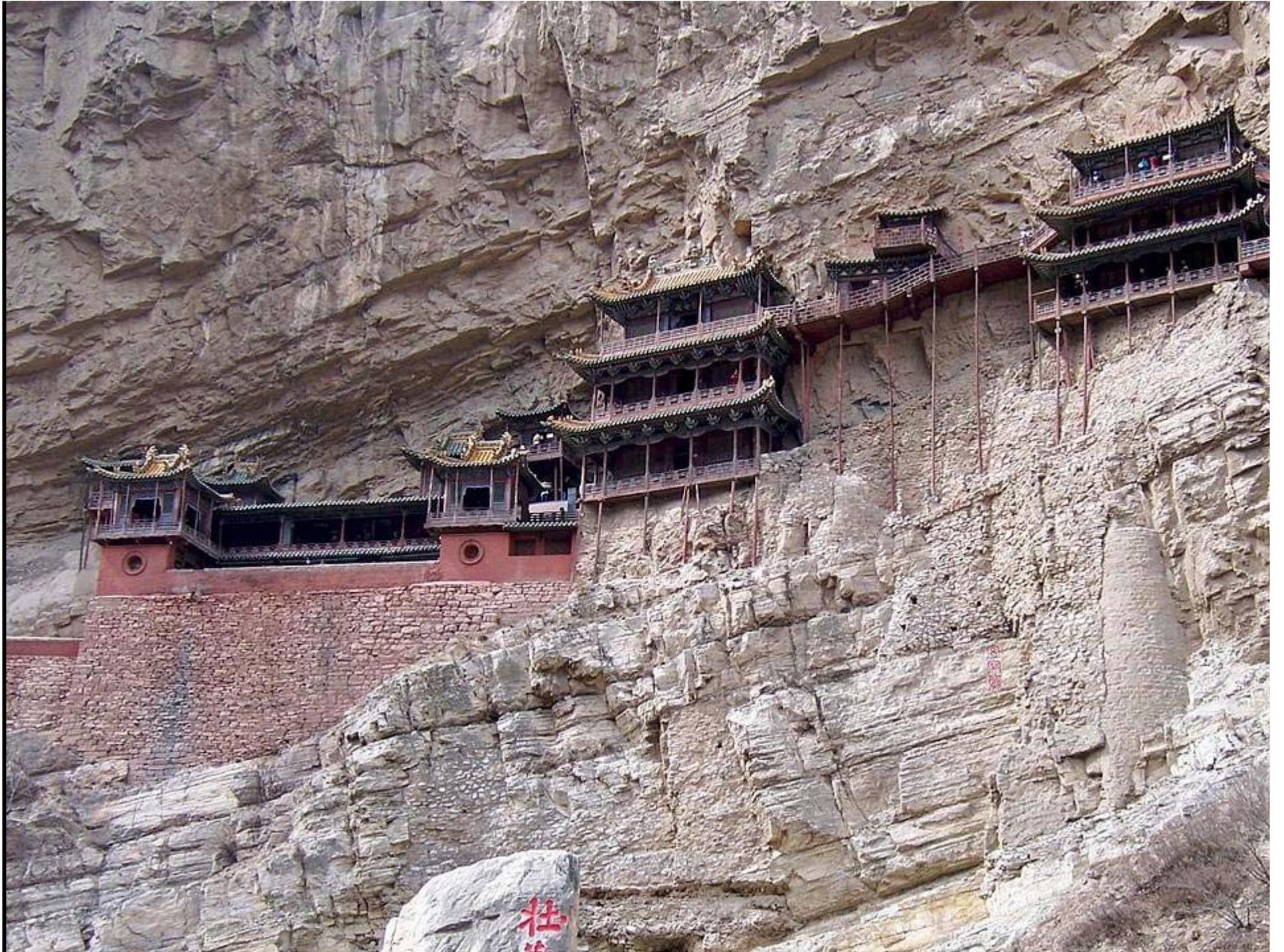
Alta autenticidad (Zona 4)

El visitante completamente e inmediatamente acepta la autenticidad aunque el sitio está manejado para visitación. Pocas distracciones interfieren con que el visitante entre la historia, provocando fuertes emociones, aunque menos fuertes como en la Zona 5 debido a la gestión y presencia de visitantes.



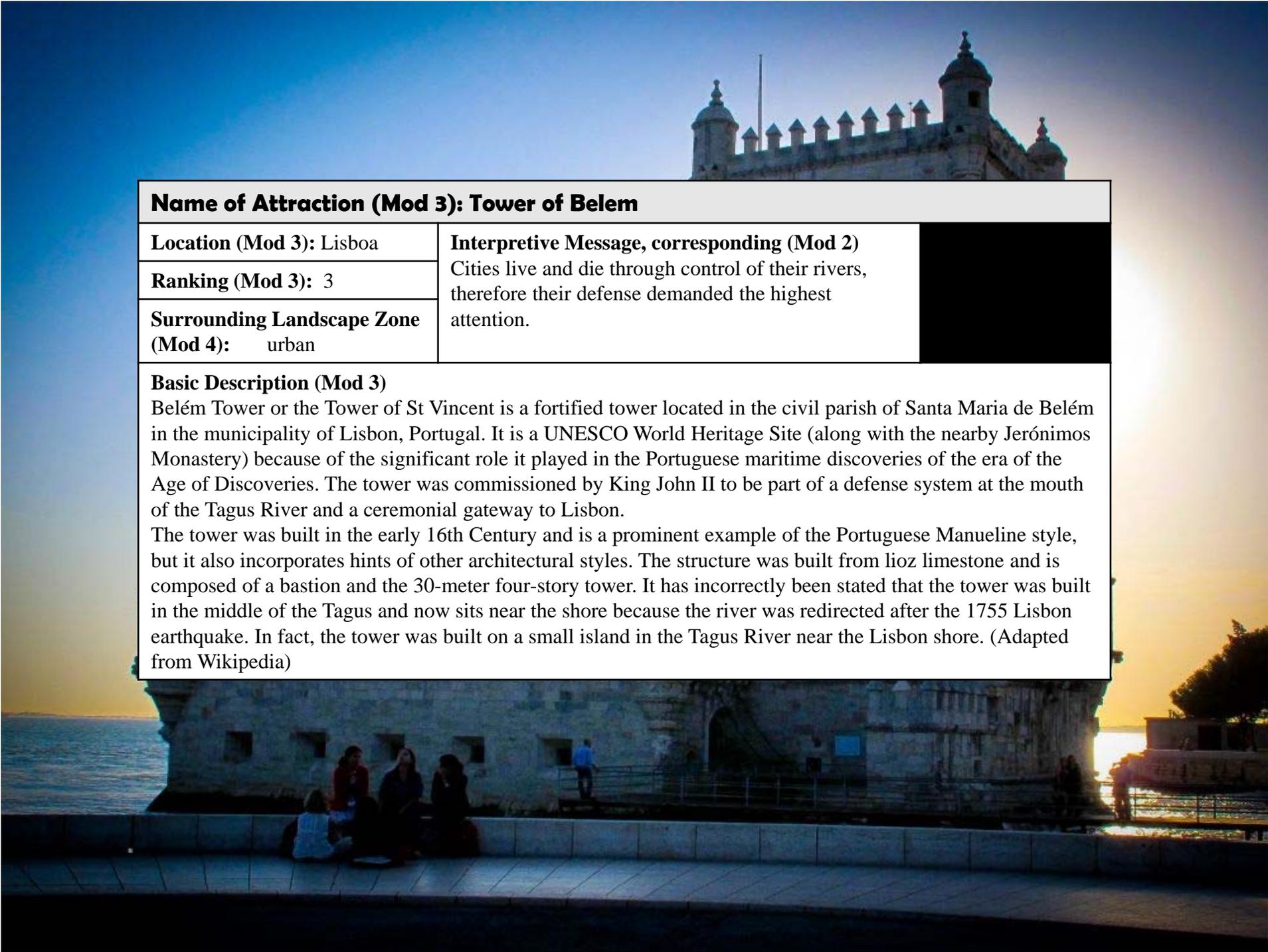
Máxima autenticidad (Zona 5)

- Sitios percibidos como completamente no manejados para la visitación, totalmente reales y auténticos
- Los visitantes viven la historia al entrar
- Ve directamente la historia mientras que se desenvuelve, parte de la historia
- Encara fuerzas no domadas de la naturaleza
- El patrimonio provoca fuertes emociones de asombro o temor



Zonificación basada en la autenticidad de la Torre de Belém, Lisboa, Portugal





Name of Attraction (Mod 3): Tower of Belem

Location (Mod 3): Lisboa

Ranking (Mod 3): 3

Surrounding Landscape Zone (Mod 4): urban

Interpretive Message, corresponding (Mod 2)
Cities live and die through control of their rivers, therefore their defense demanded the highest attention.

Basic Description (Mod 3)

Belém Tower or the Tower of St Vincent is a fortified tower located in the civil parish of Santa Maria de Belém in the municipality of Lisbon, Portugal. It is a UNESCO World Heritage Site (along with the nearby Jerónimos Monastery) because of the significant role it played in the Portuguese maritime discoveries of the era of the Age of Discoveries. The tower was commissioned by King John II to be part of a defense system at the mouth of the Tagus River and a ceremonial gateway to Lisbon.

The tower was built in the early 16th Century and is a prominent example of the Portuguese Manueline style, but it also incorporates hints of other architectural styles. The structure was built from lioz limestone and is composed of a bastion and the 30-meter four-story tower. It has incorrectly been stated that the tower was built in the middle of the Tagus and now sits near the shore because the river was redirected after the 1755 Lisbon earthquake. In fact, the tower was built on a small island in the Tagus River near the Lisbon shore. (Adapted from Wikipedia)

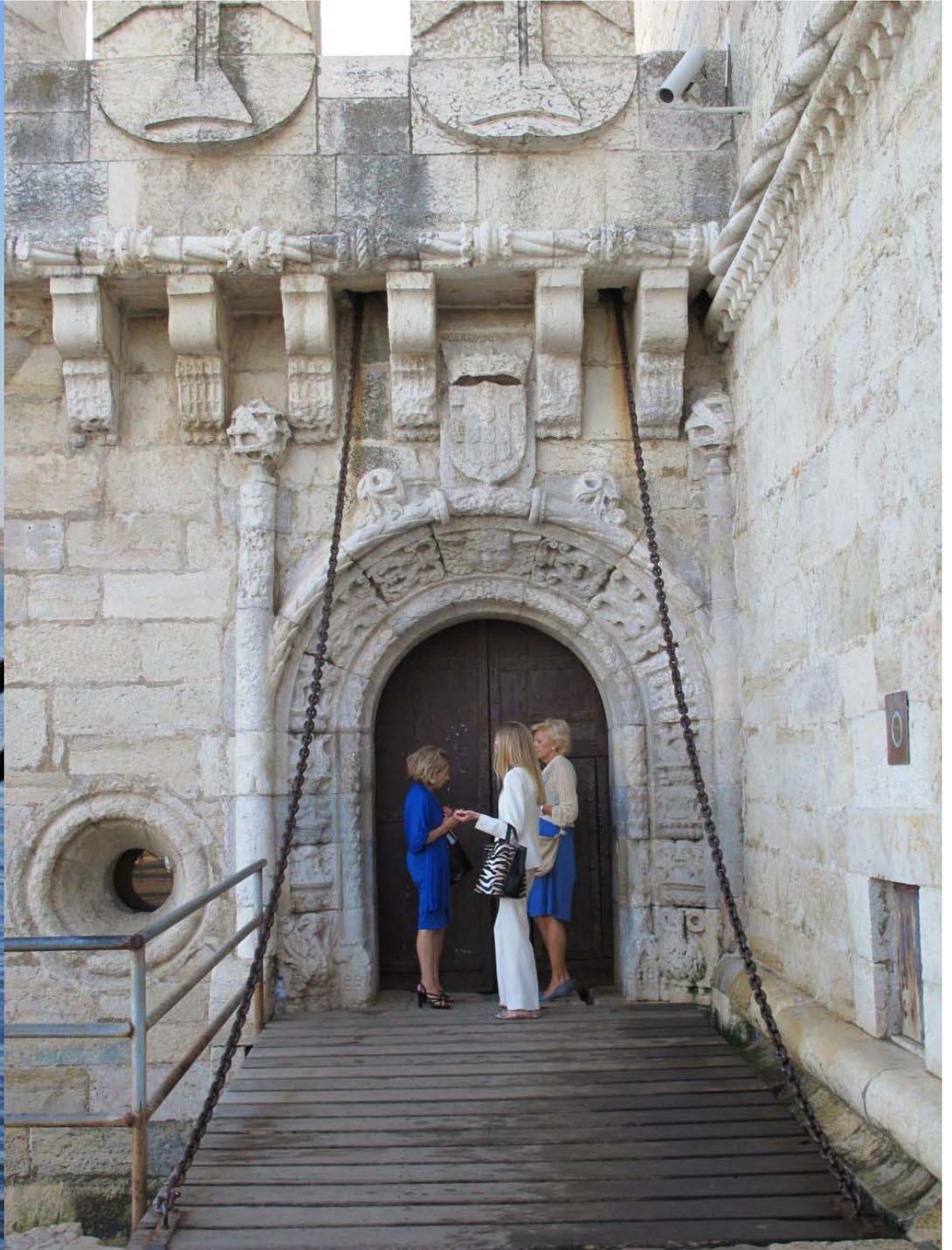
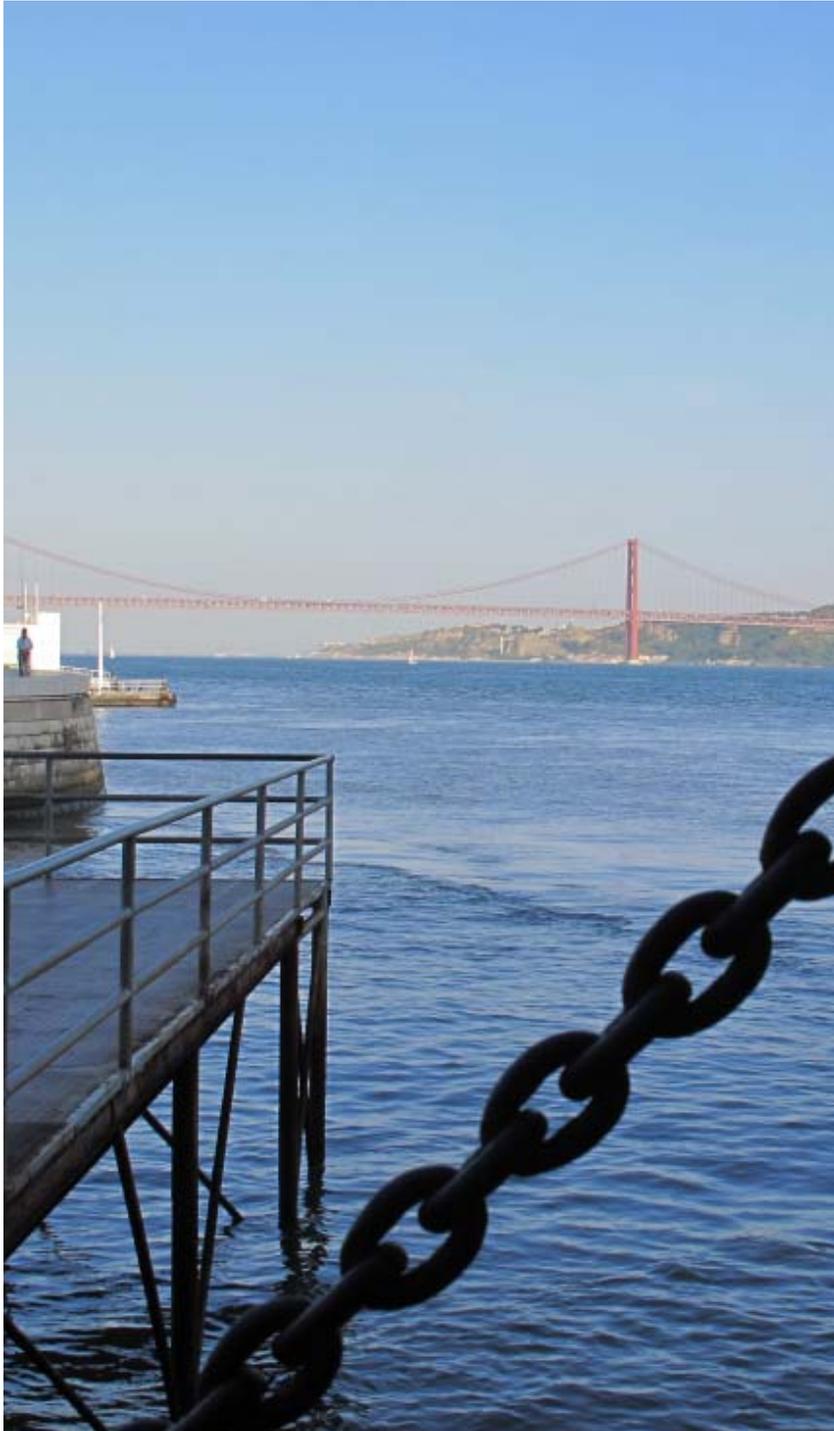
Exterior de la torre



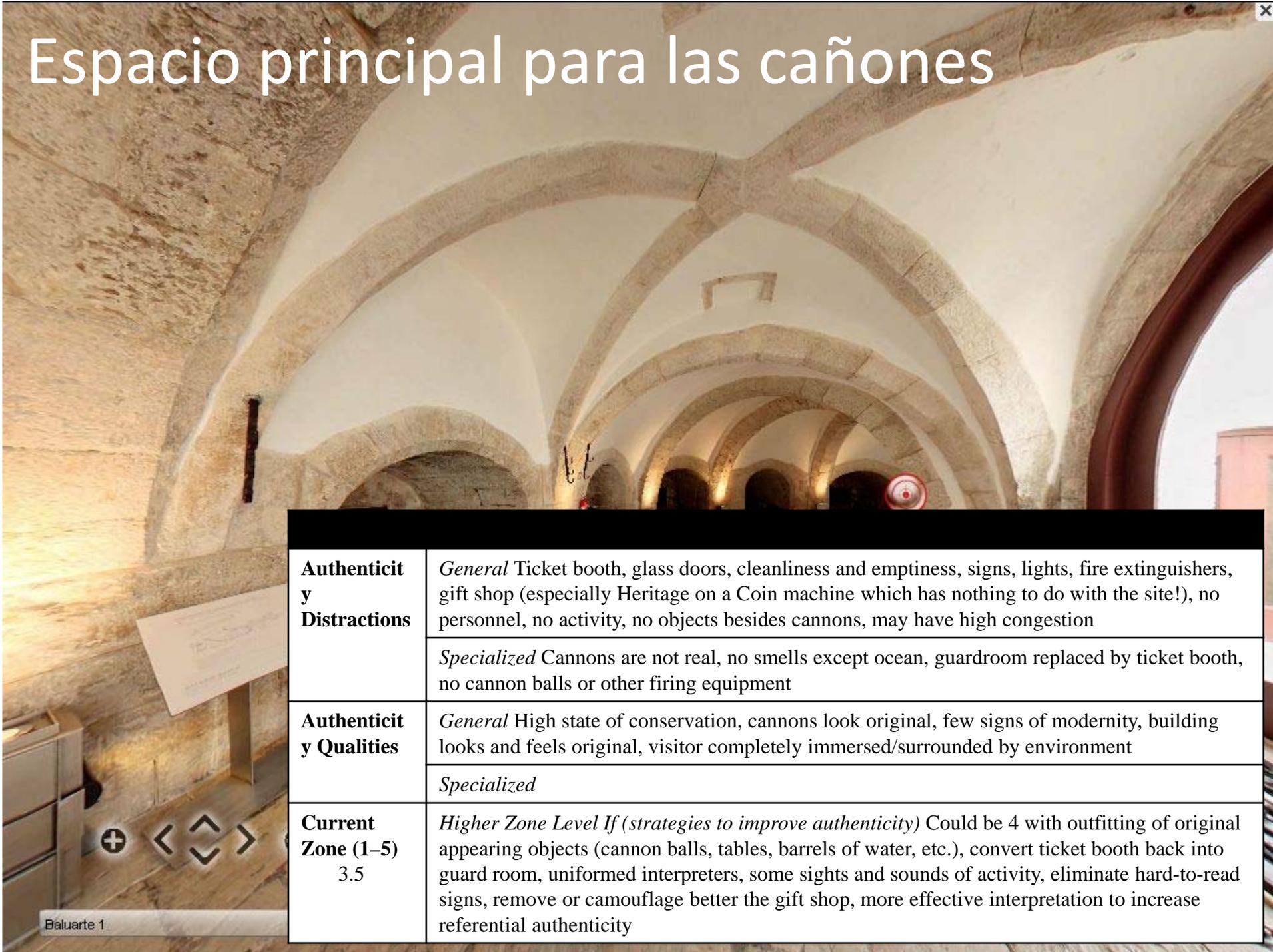
[1] Distractions that the “average” or “general” visitor would notice and that detract from perception of authenticity.
 [2] What a knowledgeable, studied visitor about the period and setting would notice, but a general visitor would not.
 [3] Zones can change cyclically depending on number of visitors, time of day, special events, etc., but never more than a half level.

Authenticity Distractions	<i>General</i> [1] Parking lot, metal bridge (wrong material), plaza, very clean and empty, many people, lighting towers on adjacent field, no personnel or activity
	<i>Specialized</i> [2] there was never a walkway, no flags flying, no boats docked, fort too close and beach is more recent
Authenticity Qualities	<i>General</i> High level of conservation, original appearing design, location in water, exceptionally well done artistically, iconic and historically very important (referential)
	<i>Specialized</i>
Current Zone [3] (1–5) 3	<i>Higher Zone Level If (strategies to improve authenticity)</i> Could be 3.5 if walkway was made of wood with an architectural style reminiscent of the age, some objects of the period in the plaza, a docked boat, maybe some personnel (fake) or flags on the tower, guard station on shore





Espacio principal para las cañones



Authenticit y Distractions	<i>General</i> Ticket booth, glass doors, cleanliness and emptiness, signs, lights, fire extinguishers, gift shop (especially Heritage on a Coin machine which has nothing to do with the site!), no personnel, no activity, no objects besides cannons, may have high congestion
	<i>Specialized</i> Cannons are not real, no smells except ocean, guardroom replaced by ticket booth, no cannon balls or other firing equipment
Authenticit y Qualities	<i>General</i> High state of conservation, cannons look original, few signs of modernity, building looks and feels original, visitor completely immersed/surrounded by environment
	<i>Specialized</i>
Current Zone (1-5) 3.5	<i>Higher Zone Level If (strategies to improve authenticity)</i> Could be 4 with outfitting of original appearing objects (cannon balls, tables, barrels of water, etc.), convert ticket booth back into guard room, uniformed interpreters, some sights and sounds of activity, eliminate hard-to-read signs, remove or camouflage better the gift shop, more effective interpretation to increase referential authenticity



Herança Portuguesa Portuguese Heritage

INSERT
2,00 Euro



€ 2,00

10

20

50

100

200

HERITAGE ON A COIN



property of
CONCEPTS bvba
info@nationaltokens.com

www.nationaltokens.com

Terraza principal

Authenticity Distractions	<i>General</i> Most of tower characterized by being very clean and empty without activity or personnel, surrounding views of modernity (buildings, bridges, boats), artificial lighting
	<i>Specialized</i>
Authenticity Qualities	<i>General</i> High level of conservation, few signs of modernity
	<i>Specialized</i>
Current Zone (1-5) 3.5	<i>Higher Zone Level If (strategies to improve authenticity) could be 4 with the same recommendations for Zone 1</i>

Salon del rey

Authenticity Zone 3.5



Sala dos Reis

Por esta sala tem-se acesso ao varandim ou balcão da fachada sul da torre, onde se pode observar no pavimento oito aberturas redondas, denominadas matacães, que permitiam à guarnição lutar e defender-se contra eventuais atacantes, disparando ou arremessando materiais contudentes através dessas aberturas.

Capilla antes



Capela

Continuando a subida pela escada de caracol, chega-se à última sala, de abóbada polinervada, ostentando nos seus fechos os símbolos régios manuelinos.

A sala tem um carácter de austera beleza que lhe confere um ambiente próprio ao recolhimento.

Capilla actual

Authenticity Distractions	<i>General</i> Seats and audio-visual equipment for visitors
	<i>Specialized</i>
Authenticity Qualities	<i>General</i> High level of conservation
	<i>Specialized</i>
Current Zone (1-5) 3	<i>Higher Zone Level If (strategies to improve authenticity) could be 4 with the same recommendations as above and elimination of TV viewing equipment or at least change chairs to period realistic style (which is not desirable as the function is important; this was an intentional reduction in authenticity)</i>

Escalera a la terraza de la torre



Authenticity Distractions	<i>General</i> artificial lighting, glass windows
	<i>Specialized</i>
Authenticity Qualities	<i>General</i> High level of conservation, exclusive of general public makes it feel more authentic as if used by real personnel, not shaped for tourism, more original; small space is more immersive, does not lack original objects or activity; cannot see most of modern landscape
	<i>Specialized</i>
Current Zone (1-5) 4	<i>Higher Zone Level If (strategies to improve authenticity)</i> Little can be done except perhaps replace artificial lighting with torches and eliminate glass windows

Escadas

Terraza de la torre

Zona 3.5

Do alto da torre pode observar-se o estuário do Tejo e as suas margens, bem como toda a zona de Belém e os seus monumentos.

De costas voltadas para o rio e junto à amurada do lado Norte do terraço, pode avistar-se a Capela de S. Jerónimo que se encontra por entre o arvoredado no topo da Av. da Torre de Belém. Construída em 1514 nos terrenos pertencentes aos frades Jerónimos, actualmente esta ermida encontra-se integrada no conjunto Mosteiro dos Jerónimos/ Torre de Belém.

Um pouco para a direita vislumbra-se, agora parcialmente encoberto pelo Centro Cultural de Belém, o Mosteiro dos Jerónimos.

De frente para o rio e na outra margem do Tejo, junto a umas construções de forma cilíndrica, detectam-se vestígios da Torre Velha, também conhecida por Torre de S. Sebastião. Mandada construir por D. João II e acabada por volta de 1480, esta torre fazia parte do sistema tripartido de defesa da barra do Tejo, cruzando fogo com a Torre de Belém. A meio do rio, uma nau fortemente artilhada ajudaria a resolver problemas de dispersão de tiro e dava eficácia ao conjunto das torres.



Terraço da Torre

Vista del mar desde la terraza principal

A veces los
momentos
fugaces son los
más auténticos

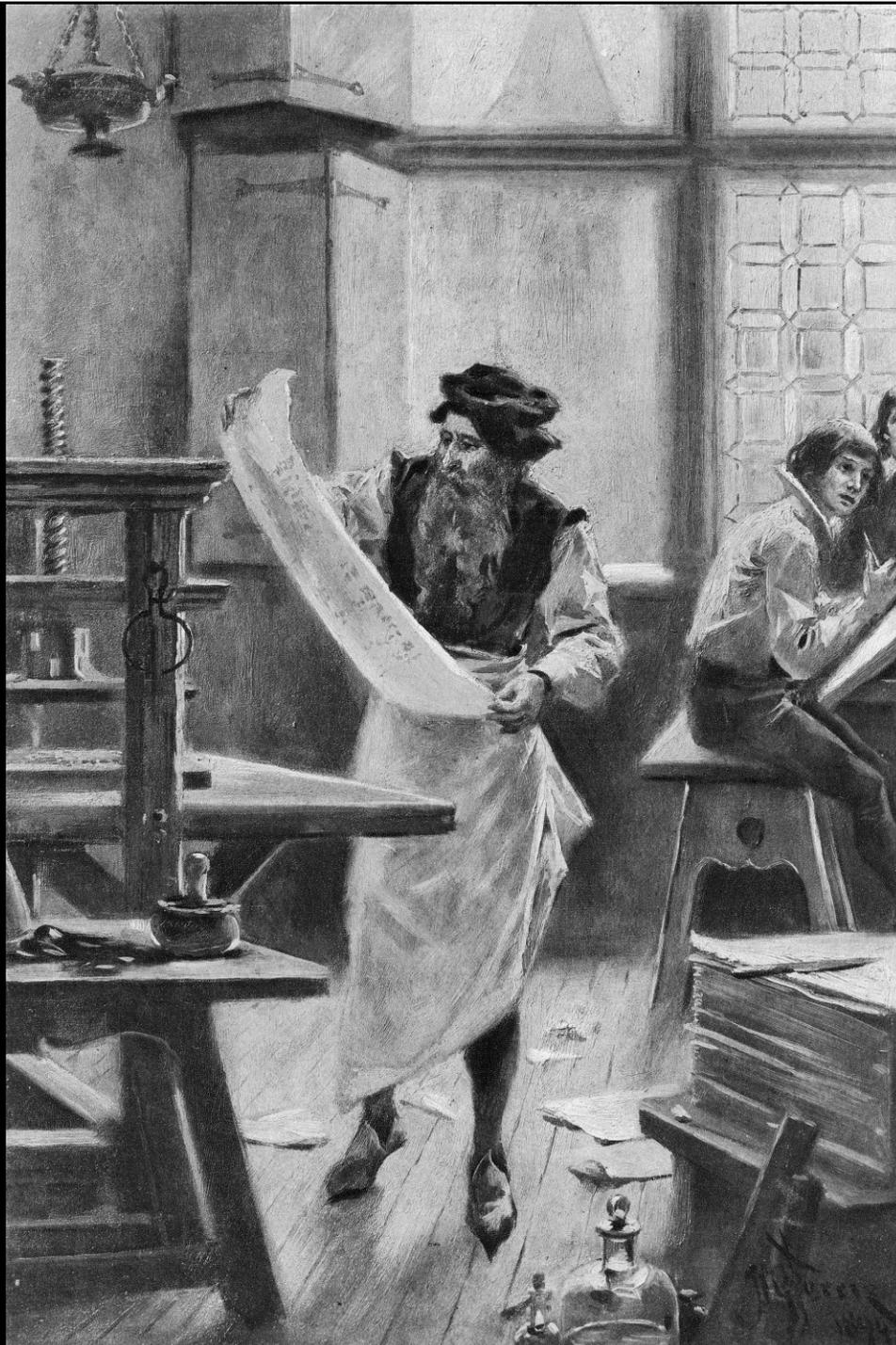


Descripción del producto

Nombre del producto: Recorrido de la Montaña Mirador				
Actividad(es) Caminata	Atractivo(s) Montaña Mirador	Sector(s) Montaña Mirador	Zonas Paisaje: Rural natural Atractivo: Nivel 4	Duración 1 día
<p>Objetivo financiero Rentabilidad. Este sector es uno de los más visitados y rentables del parque. Sus rentas apoyan la mayoría de residentes de la Ciudad del Río.</p> <p>Objetivo estratégico 1. Dentro de un año, 100% de los grupos llegarán con reservaciones 2. 3% rentas netas de estos operadores se invierten en el programa mudación de águilas</p>	<p>Descripción del producto (itinerario, oportunidades para experiencias, actividades, servicios, acceso) Para muchos el producto inicia fuera del parque donde operadores de turismo los lleva río arriba hasta la Ciudad del Río. Allí pasan un rato para almorzar y luego cambian del modo de transporte. Algunos anda en caballo y otros en carro de doble tracción. En todo caso llegan hasta varios puntos donde pueden seguir en vehículo o a pie, dependiendo del perfil. Hay varios miradores arriba para observar todo el valle y sus bosques lluviosos hacia el norte. Normalmente no quedan más de un par de horas antes de que regresen a la Ciudad del Río. Hay más de 12 operadores que operan así con un rango grande de calidad. Se compiten en base del precio y calidad. El parque cobra una entrada en la Ciudad del Río, aunque hay independientes que esquivan el puesto. Con un sistema de reservaciones y por consiguiente permisos, se reducirá este problema cuando guardas pidan permisos de grupos no reservados.</p>			
<p>Mensaje: Quizá debido a sus vistas panorámicas, las montañas siempre han inspirado a la gente conectarse de forma espiritual tanto con el cielo arriba con la tierra abajo.</p>				
<p>Barreras 1. El paso es angosto, exigiendo que casi todos los visitantes pasen por él, aumentando sus encuentros con otros. 2.</p>	<p>Soluciones 1. Barrera #1: Crear una escalada grande para que gente de buenas condiciones pueden subir el paso por otro lado, así evitando mayores encuentros y mejorando la vista. ¿Quién paga los \$5,000? 2. Implementar un sistema para coordinar el paso de grupos para disminuir los contactos y mejorando la experiencia. Más barato que opción 1, pero más difícil de coordinar ya que hay operadores e independientes sin afiliación.</p>			
<p>Descripción de los servicios (solo las altas prioritarias) 1. Transporte en lancha: Hay 2 cooperativas que controlan el servicio. Son de media calidad. 2. Paquetes de 1 día. Varían mucho en calidad y precio para satisfacer un rango de deseos que este atractivo principal es capaz de atraer. 3. Seguridad del parque se ofrece durante diferentes puntos a lo largo del viaje desde la Ciudad del Río hasta el mirador. 4. Reservacionista para coordinar visitas entre diferentes grupos. Aún no existe, pero su función es reducir contactos entre grupos para aumentar calidad. También sirve a la vigilancia saber quién y cuándo hay visitantes en la Montaña.</p>			<p>Proveedores/acuerdos 1. Cooperativas 2. Operadores de turismo locales y nacionales 3. El parque con apoyo de la policía 4. Asociación del Turismo o el parque, así cobrando a los usuarios</p>	
<p>Necesidades: (Capacitación, equipo, capacidades) Parque no tiene experiencia en manejar un sistema de reservaciones. Necesita un sistema de busca y rescate en clima frío. Un periódico pequeño para mantener informados los operadores de turismo.</p>		<p>Perfiles de visitantes (presentes/futuros) 1. Nacional, no familia 2. Estudiantes internacionales 3. Estudiantes urbanos de Ciudad Río</p>		
<p>Fuentes de información: Taller, catálogos de operadores, datos del ministerio turismo</p>				
<p>Autores de esta hoja: José Calderón, Luis Guerra, Lidia Rojas</p>				

Pasos en la elaboración de un plan de uso público





Home

Browsers

Add-ons

Community

Developer

Company



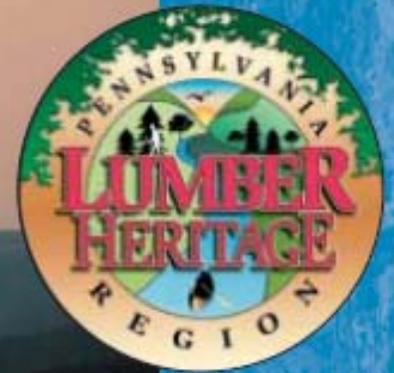
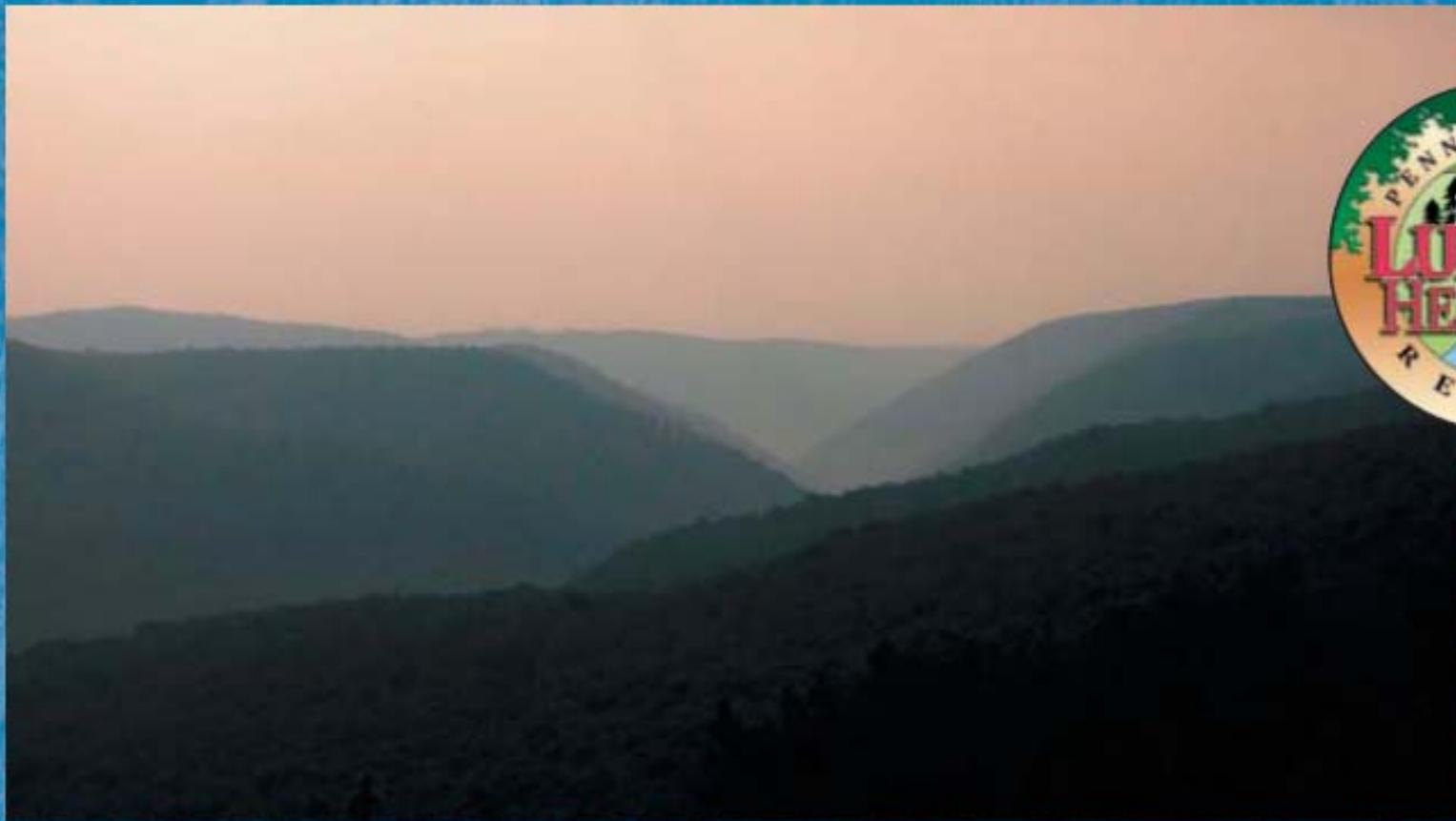
Smarter browsing

 Watch video

Download

version 12.12 for Windows





Lumber Heritage Region's Interpretive Plan

SEPTEMBER 2005



Policy Framework

ARTICULATES THE EVOLVING WILL IN THE REGION

During the period that this plan evolved, many concurrent streams flowed through it. For example, LHR, Inc. received its non-profit status as did the Pennsylvania Wilds, Inc. The latter effort became official through a statement made by the governor. The director and president of LHR changed. The IP steering committee formed.

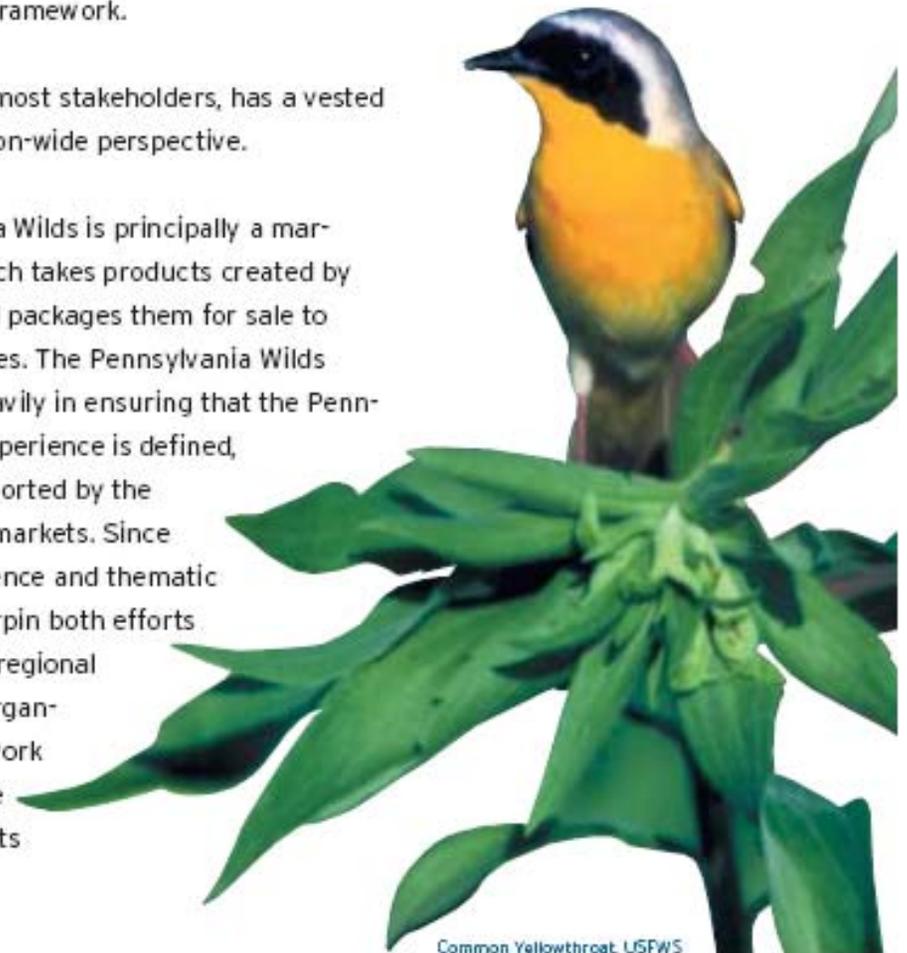
LHR, Inc. and Pennsylvania Wilds, Inc. Should Play Complementary Roles

Based on the capacities and mission statements of each organization, the LHR, Inc., should coordinate and promote the development and implementation of interpretive, educational, and recreational products. Since LHR, Inc., itself has limited organizational capacity to develop projects it should focus on allocating state heritage, public, private, and local funds, and coordinating amongst different parties inside and outside the region to develop, implement, monitor, and improve the products identified in this plan.

The LHR should develop incentive programs to ensure that different product developers adhere to the thematic framework.

The LHR, unlike most stakeholders, has a vested interest in a region-wide perspective.

The Pennsylvania Wilds is principally a marketing effort which takes products created by stakeholders and packages them for sale to regional audiences. The Pennsylvania Wilds should invest heavily in ensuring that the Pennsylvania Wilds experience is defined, upheld, and supported by the products that it markets. Since the same experience and thematic framework underpin both efforts and both have a regional mandate, both organizations should work together to make sure only products



Common Yellowthroat, USFWS

Visitor Segments

DESCRIBE THE PEOPLE LIKELY TO VISIT THE LHR

To be successful, any interpretive product must be "purchased" by someone. Thus, an understanding is needed of who constitutes the visitor audience. This is done by segmenting the general audience into distinct and related groups of visitors that require different mixes of products.

Visitor Segmentation Criteria

- Demographical bases (age, family size, life cycle, occupation)
- Geographical bases (states, regions, countries)
- Behavior bases (product knowledge, usage, attitudes, responses)
- Psychographic bases (lifestyle, values, personality)

The following segments come from Cordell et. al (*Outdoor Recreation for 21st Century America*, 2004). The scheme is based on a cluster analysis of the data gathered on outdoor recreation in the National Survey on Recreation and the Environment (NSRE).

Inactives - (23.9% of Population 16 and older)

- Least active outdoor segment in American society.
- Walking is the only activity in which more than half participate.
- Disproportionately more female, more Black and Hispanic, older, have lower incomes, and more foreign born.
- In all outdoor recreations, the Inactives participate at a rate lower than the national average.

Passives - (15.0%)

- Limited set of preferred recreational activities (compared to none for the Inactives).



Rob Tizard/FERMATA, Inc.

Thematic Framework

INTEGRATES MEANING OF THE ENTIRE REGION

Over-Arching Theme: Resourceful and Resilient

In the Lumber Heritage Region, the people and the environment have long been resourceful and resilient. The area is rich in natural resources and mineral deposits: forests, wildlife, coal, gas and oil have been abundant. Over the centuries the Region's immense natural resources and astounding geological formations have provided the people of the area and the nation with a wealth of opportunities and challenges.

In different eras residents viewed these natural resources in different ways: sometimes as an impediment, sometimes as raw material, sometimes as an inheritance, sometimes as inexhaustible, sometimes as depleted, sometimes as a blessing and sometimes as an opportunity for leisure time pursuits.

The inhabitants of the LHR are also a diverse group: Native Americans, Western Europeans, Canadians and Slavic peoples, among others, have settled in this region over the generations. With their rich and heterogeneous cultural and social backgrounds these versatile peoples have contributed, adapted, endured, migrated and re-invented themselves to meet the ever-changing challenges presented by living in a rugged area.

The resourcefulness and resiliency of the area's environment and people as well as the diverse ways in which these people and their environment have interacted over the centuries are hallmarks of the LHR and offer both residents and visitors alike with a host of meaningful ways to see, explore, experience, understand and appreciate this Region.

Sites and public programs in the LHR will present the over-arching theme to residents and visitors from a variety of perspectives, including:

The Pennsylvania Match Factory in Bellefonte (founded 1899) was **one of the nation's leading producers of matches** in the first half of the 20th Century. The factory closed in 1947 due to competition with match books and cigarette lighters. *Pennsylvania Heritage Marker*

Last Raftsmen

Jack Bartock, Ebensburg

A group of retired loggers built the Last Raft near McGees Mills and floated it down the West Branch in March 1938. The journey was a tribute to the men who engaged in this exciting and dangerous business of piloting timber rafts on the river from the 1840s-1890s.

Around the country, people followed the raft's journey on its way to Harrisburg by newspaper, radio, and newsreel accounts. But something went wrong and the craft collided with a railroad bridge pier near Muncy. The crash killed seven people including one of the original



Jon Kohl/FERMATA, Inc.

crew members. Despite damage to the craft and the sorrow of losing comrades, the crew continued on to Harrisburg to commemorate the thousands who had gone before them.

- The resourcefulness and resiliency of the environment in the Region
- The resourcefulness and resiliency of the inhabitants of the Region
- The varying ways in which humans and the environment in the Region have interacted with one another over time

Sub-Theme: Forest Life

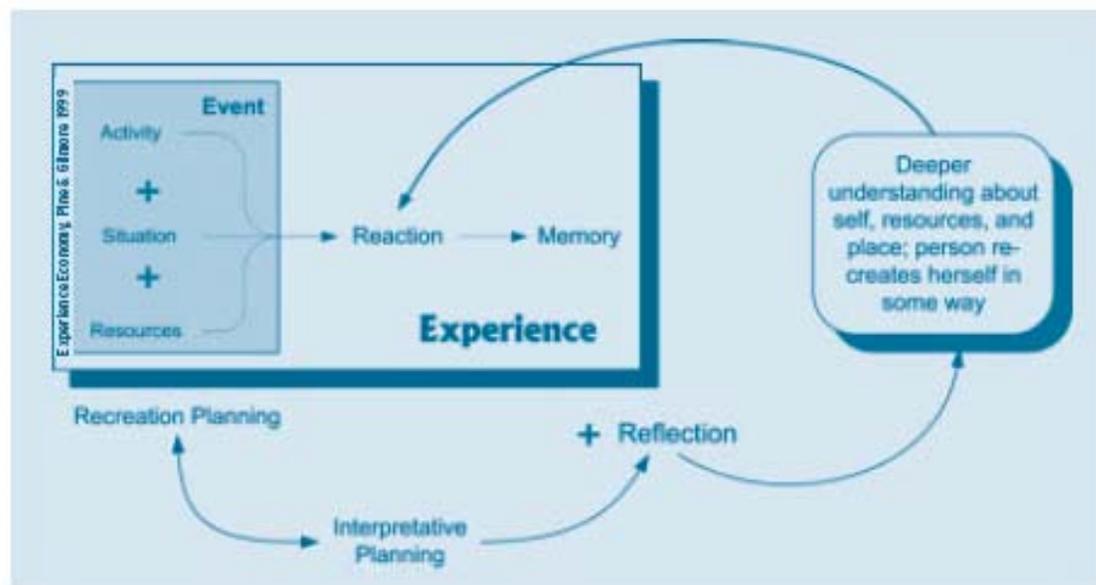
The forests are a place teeming with life, mystery and perpetual change. The forests are habitat, heritage, refuge, and a source of potential products for the home and the marketplace. In addition, forests in the LHR have long been a place where some people earned a livelihood while others won wealth and prestige. Beginning in the 20th Century the forests also became places for recreational activities, outdoor adventure, experiential learning and fun.

In different eras, humans viewed the forests in a host of different ways. In a like manner, human behavior toward the forests and nature in general varies from generation to generation. Dynamic patterns of both change and continu-

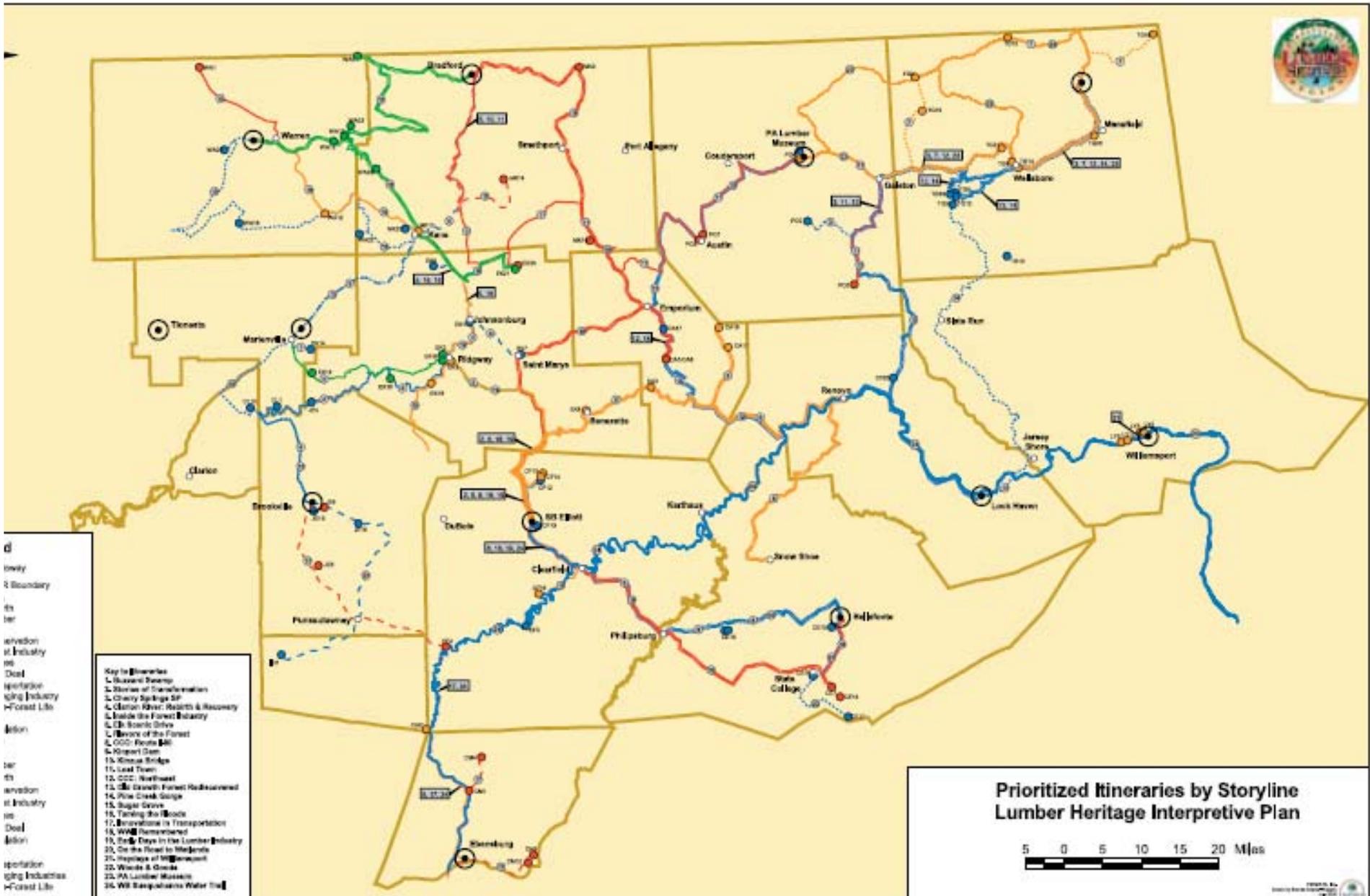
Visitor Experience

IS THE SOIL FROM WHICH MEANING GROWS

While people often use the term "experience" interchangeably with "activity," they are different. Refer to the diagram at right to understand better what the IP tries to achieve. Planners first design events where visitors enter situations to interact with resources through activities. Effective planning anticipates the reaction and kinds of memories a visitor is likely to have. These are interpretive opportunities. Interpretation helps visitors to reflect on their experience (usually as it happens in real time) so that they come away with a deeper understanding about themselves. For example visitors might have a greater sense of confidence about themselves after boating down a river or feel they have a greater connection with nature or a deeper sensitivity to rural lifestyles; or have a greater sense about place (the LHR is resourceful and resilient), or about resources (the forests have grown back, but they are entirely different forests).



The IP attempts to set up opportunities for visitors to have the Pennsylvania Wilds and LHR experience so that they might come away with a deeper understanding of themselves, the region, its resources, and their relation to it. Visitors can enter the LHR and partake



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Multi-Site Itineraries

INTEGRATE SAME-STORYLINE SITES

Itinerary	Pine Creek Valley
Ranking	One
Days	Two
Storyline	Conservation
Primary Gateways	Mansfield & Lock Haven
Secondary Gateway	Lumber Museum
*Sub-brand	WildsWaters & WildsWays
Mode	Hiking, biking, floating, walking, driving, covered wagon rides
Primary Sites	Leonard Harrison State Park, Colton Point State Park, Rail Trail, Babb Creek
Add-on Sites	None
Intrinsic Qualities	Scenic, natural, historic, archeological, recreational

*A brand is an assortment of unique values and attributes that a particular product or service promises to deliver to its consumers. This assortment of values and attributes distinguishes the particular product or service from other products and brands in the market. A sub-brand in this case is one aspect of the Pennsylvania Wilds brand. See the DCNR Recreational Plan for more details.

Pine Creek Valley

Connection to Framework

The Valley is perhaps the most noteworthy symbol of the success of conservation and resilience in the region. Where once were great conflagrations, now it is a major forest-blanketed attraction. Here, visitors can clearly see the triumph of the conservation movement and an abundance of resources and their resilience in the region.

Strategy

- These sites run from the Rail Trail trailheads in Wellsboro and Jersey Shore (portals to Pine Creek).
- This is the only itinerary in the LHR that has two gateways: Mansfield and Lock Haven.
- The DCNR Outdoor Recreation Plan identified this area for an early action strategy.
- This site will interpret the conservation story in the LHR. It will illustrate the dec-





Quinta Mazatlan Interpretive Plan

PROMOTING BACKYARDS
THROUGHOUT THE
CENTRAL NORTH AMERICAN
MIGRATORY FLYWAY



FERMATA

SEPTEMBER 2006

Summary

Quinta Mazatlan is a small property at the heart of the Lower Rio Grande Valley, a very important stop along the Central North American Migratory Flyway. Here not only birds pass north and south, but people as well, given the site's proximity both to the McAllen International Airport and the Mexican border. The municipal park opened in 2006 with the dual function of serving the city as a reception area for dignitaries at the same time dedicating itself to the restoration of backyard habitat throughout McAllen and the Valley. Last, Quinta Mazatlan is a de facto principal gateway to the World Birding Center, a nine-member protected area consortium. Because of the site's small size and inordinate responsibility to visitors of many kinds, Quinta Mazatlan has much greater need for interpretation as a tool for reaching its goals than other larger sites in the Valley that have a wider variety of management tools at their disposal. For this reason, as well as Quinta Mazatlan's high profile role in the affairs of both the City and the World Birding Center, the site needs its own internally consistent strategic interpretive plan. This document integrates essential inputs such as audience types, strategic roles and policies, and determines how best to reach audiences considering Quinta Mazatlan's available stories and interpretive media. Ultimately through the assistance of a financial plan, monitoring plan, and implementation plan, Quinta Mazatlan will achieve at least 60% of its interpretation-related tasks before this plan needs to be updated in 2009.



Aerial photograph of the Schultz home and gardens at Quinta Mazatlan, an 8-acre estate/Museum of South Texas History

Policy Framework

RECORDS EXISTING WILL IN THE REGION

All planning stands on the shoulders of previous work, policies, and even silent desires that people hold dear. What makes an interpretive plan strategic is its deftness in capturing the vision and will of previous efforts, while also carrying fundamental goals and objectives into the future. In this spirit, the interpretive plan firmly roots itself in Quinta Mazatlan's legal and historical identity. At the same time, it draws energy from new possibilities on the landscape. Specifically, its role in the World Birding Center offers new perspectives and policies to augment, realize, and fulfill its dreams.

What follow then are those articulated elements of formal policies of institutions that influence the birth and development of Quinta Mazatlan.

McAllen Parks

The mission of the McAllen Parks & Recreation Department is to make a well-balanced and high quality recreation program available for every resident within the community.

World Birding Center

Vision

The WBC, rooted in the rich soils of South Texas, should become birding's Mecca.



Golden-fronted Woodpecker/Ted Lee Eubanks, Fermata, Inc.

Mission

To protect native habitat while increasing the understanding and appreciation of the birds and wildlife. Our project is a global model for conservation and ecotourism development.

Goals

1. Promote the Rio Grande Valley as the world's center of birding
2. Conserve and restore habitat of the Valley
3. Demonstrate economic impact of tourism

What makes an interpretive plan strategic is its deftness in capturing the vision and will of previous efforts, while also carrying fundamental goals and objectives into the future.

Quinta Mazatlan

LOOKS INTO THE FUTURE



Shovels that once cleared South Texas thorn scrub are being used today to create habitat for wildlife at Quinta Mazatlan/City of McAllen

Quinta Mazatlan is more than a nature center. It attracts people from all over South Texas to experience the many techniques for creating and managing backyard habitat.

Mission

Encourage people in the Lower Rio Grande Valley to appreciate and create backyard habitat for migratory and resident birds.

Vision

Quinta Mazatlan is internationally known as an arboretum that demonstrates the different habitats of the Lower Rio Grande Valley. Because it manages its

grounds both for birds and birding, Quinta Mazatlan is more than a nature center. It attracts people from all over South Texas to experience the many techniques for creating and managing backyard habitat. Because of its location in the center of the Valley along the Central North American Migratory Flyway, and because of many birds' needs for island patches even more than contiguous forest, Quinta Mazatlan is a national model. Quinta Mazatlan mobilizes large numbers of city dwellers to conserve and restore migratory flyway stopover habitat in urban areas, literally right in their own backyards. Other communities along migratory flyways visit Quinta Mazatlan and ask for help in establishing their own urban backyard habitat programs.

Goals

1. Earn a national reputation for hosting environmental meetings, trainings, and other events.
2. Promote the economy of McAllen and surrounding areas.
3. Fulfill all World Birding Center expectations as a consortium member.
4. Encourage the participation of McAllen students in the conservation of natural and cultural resources of the Lower Rio Grande Valley.

Thematic Framework

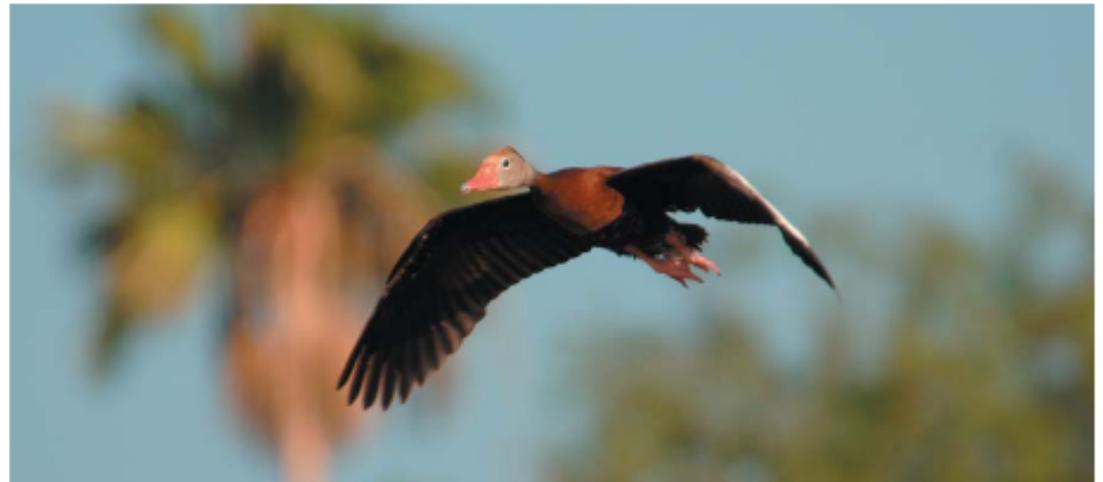
FOR THE VALLEY AND QUINTA MAZATLAN

Intense and absorbing experiences lie at the heart of recreation. Beyond that, visitors – both consciously and unconsciously – seek new ways to express themselves and understand their world through recreational activities. Quite literally, they want to re-create themselves through leisure-time pursuits.

With these premises in mind, sites have an obligation to make connections, joining visitors' experiences with their deeper – but often unstated – meanings. This process is integral to interpretation. These connections and meanings are embedded in the visitors' experiences of a resource. In order that they reinforce one another across a large region such as the Valley, planners construct a coherent thematic framework. Otherwise experiences tend to scatter, fragment, and lose meaning.

The framework's hierarchical design integrates common elements of character and sense of place that pervade the Valley. The over-arching theme caps off the thematic framework and represents the level that most broadly encapsulates the character and message that the WBC most wants visitors to take home.

The over-arching theme stands like a temple on three principal pillars or sub-themes. The pillars owe their strength to blocks called storylines. Finally



Black-bellied Whistling-Duck/Ted Lee Eubanks, Fermata, Inc.

storylines themselves are composed of the fundamental material of all thematic frameworks, the local, specific, unique stories, episodes, or incidents themselves. Every site like Quinta Mazatlan has multiple stories, and the thematic framework has chosen those stories that help to create a coherent temple of messages.

While the interpretive plan (IP) presents the temple from sky down to earth, that is, beginning with the over-arching theme down to local stories, visitors encounter and internalize the framework in the opposite direction. When they enter the Valley, they experience local stories. Because Quinta Mazatlan interprets its local stories in the context of the the-

The over-arching theme stands like a temple on three principal pillars or sub-themes. The pillars owe their strength to blocks called storylines.

Visitor Segments

The interpretive plan attempts to tease out and reveal Quinta Mazatlan's stories which its interpretation then delivers to visitors. For this to work, visitors must seek and buy Quinta Mazatlan's products, both within and outside the region. Thus, the interpretive plan considers the kinds of visitors who come to Quinta Mazatlan. The section describes the main segments of the market to which Quinta Mazatlan deploys its interpretation.

The plan generally assumes, due to the prevalence of Spanish speakers in the region, that all materials and programming will be bilingual. As such it does not identify Spanish speakers as a separate segment. Once Quinta Mazatlan accommodates language, Spanish speakers then distribute among the other described segments.

Event Participants

Even before Quinta Mazatlan opened, it enjoyed a vibrant interest in booking events at the mansion. Originally, the City Council had intended the location for business and other meetings, but people have asked to use it for weddings, birthday parties, and other events. Events participants do not necessarily come with interest in birding or the outdoors, though Quinta Mazatlan could pique latent interest in these topics. They expect quality service, comparable with that of the private sector, and fine events space.



Black-crested Tiltmouse/Fermata.

Local Families

The City estimates that the service area population contains 114,000 people. This figure includes many families who spend leisure time walking the trails. Latin families often look for picnic locations.

School Groups

According to the Texas Education Network there are 29 public K-12 schools in McAllen, comprising 23,000 children, 6,000 of which are in third and fourth grades. For many students – so few of whom

The plan generally assumes, due to the prevalence of Spanish speakers in the region, that all materials and programming will be bilingual.

Interpretive Media

AND PROGRAMMING

With a clear understanding of its objectives and visitors, Quinta Mazatlan can design the media tools necessary to meet those objectives that pertain to public use. Every interpretive tool exists only to serve a function in an overall strategy. If chosen arbitrarily, the medium could drain resources without moving Quinta Mazatlan any closer to its vision. These inefficiencies can precipitate other problems, financial, organizational, and otherwise. All of the following media refer to the strategy discussed in the following section.

Signage: Outdoor, Indoor, and Self-Guided Brochure

Quinta Mazatlan uses signage to move visitors through the premises and involve them in its conservation programs. Its indoor signage can be found in the WBC and History Wings of the mansion as well as the solarium. Outdoor signage has been deployed throughout the property, especially in the Meadow and along trails. Most signage targets self-guiding visitors. The self-guiding brochure works with signage to augment the visitor experience in the absence of live interpretation. Occasionally some signs can also serve as resources that guides and docents can integrate into their interpretive walking tours.

Hummingbirds: Smallest Birds in the World

Los colibríes: Las aves más pequeñas del mundo

Strutting a trail, you hear clicking like two metal balls striking each other. A colorful creature darts across the trail. Suddenly it hovers in front of you, and a ray of sunlight illuminates its emerald throat. You've just come nose-to-bill with Quinta Mazatlan's most common hummingbird, the Buff-billed Hummingbird.

De paseo por el sendero oyes un chasquido, parecido al golpeteo rápido de dos esteras metálicas. Una criatura de colores vistosos se lanza y cruza el sendero. De repente ésta se detiene revoloteando delante de ti y un rayo de sol ilumina su garganta esmeralda. Acabas de tener un encuentro cercano con el colibrí más común de Quinta Mazatlan, el colibrí yucateco.

Winged mini:
Pull out your spare change. Black-chinned Hummingbirds weigh roughly a penny. Buff-bills, though larger, weigh less than a nickel. The world's smallest bird, hummingbirds have mastered flight—forward, backward, sideways, even upside down. A hummingbird flaps its wings 50 to 90 times per second during normal flight, reaching 200 when attacking a mate or showing aggression. A hummingbird's flight muscles make up a quarter of its body mass.

Four hummingbird species find refuge at Quinta Mazatlan: Buff-billed, Ruby-throated, Black-chinned, and Rufous.

Winged up:
Walk quietly along Hummingbird Lane, where hummingbirds hover at exotic flowers and native flowering plants like Turk's Cap (right). Look out for the mating display of a male, strutting up to 50 miles per hour.

Hummingbirds:
El colibrí más pequeño del mundo pesa como un centavo. El colibrí yucateco, aunque un poco más grande, pesa menos que un níquel. Las aves más pequeñas del mundo, los colibríes realizan hazañas al volar hasta adelante, hacia atrás, de medio lado e inclusive boca arriba. Un colibrí bate sus alas de 50 a 90 veces por segundo durante el vuelo normal y hasta 200 veces por segundo cuando quiere atraer a su pareja o mostrarle agresión. Los músculos de vuelo de los colibríes constituyen una cuarta parte de la masa total del ave.

Los colibríes encuentran refugio en Quinta Mazatlan: el colibrí yucateco (Venezuela yucatanensis), colibrí garganta rubí (Archibuteo calurus), colibrí barto negro (Archibuteo alexandri) y el pumbador rubí (Sepiophorus rufus).

Campeo para el vuelo de un ave:
Corre silenciosamente por Hummingbird Lane, donde los colibríes realizan hazañas alrededor de construcciones de nácaro plantar nativas como la amapola o monacillo. ¡Máximas arbóreas, a lo diezmil! ¡Buzque y un macho haciendo su despliegue, durante el cual vuela con un movimiento en forma de zorro y a una velocidad de hasta 80 km (50 millas) por hora.

¿Puedo verlos bien? Colibríes son el más pequeño de los pájaros del mundo. El más pequeño de los pájaros del mundo es el colibrí más pequeño, el colibrí más pequeño del mundo.

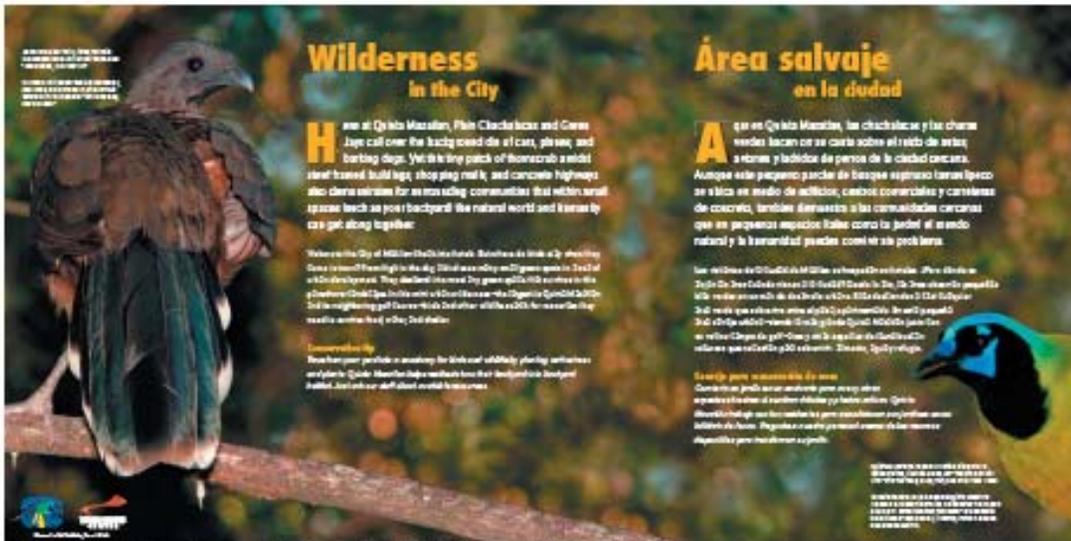
Para la mayoría de los colibríes, el más pequeño de los pájaros del mundo es el colibrí más pequeño, el colibrí más pequeño del mundo.

WORLDWIDE CENTER FOR HUMMINGBIRDS
Preserving Our Future, Forever.

Indoor bilingual interpretive panel, Hummingbirds of South Texas in the Solarium of Quinta Mazatlan. Designed by Fermata, Inc.



Indoor bilingual interpretive panel, Nuevo Santander, designed by Fermata, Inc.



Indoor bilingual interpretive panel, Wilderness in the City, designed by Fermata, Inc.

and unique characteristics that allow these birds to forage in darkness. This panel references the bird carvings.

Nuevo Santander

This panel briefly describes the history of Nuevo Santander (the region originally controlled by the Spanish, then Mexico), and uses this historical context to discuss the South Texas brushland (thorn scrub habitat) and its biodiversity. Uninhabited even by Native Americans, this brushland stood strong until the development of mechanized agriculture. The panel answers questions such as "What is the "Tamaulipan thorn scrub?" and "Why is it called 'Tamaulipan?'"

Wilderness in the City

This panel discusses Quinta Mazatlan as an urban oasis, and details what others can do to develop bird habitats in an urban setting. The panel uses quotes from *Adios to the Brushlands* by local author Arturo Longoria to instill a pride of place in visitors.

Cornell E-bird Kiosk

The WBC in collaboration with the Cornell Lab of Ornithology has developed a series of hardwired kiosks that network all sites together with databases at the Lab. Kiosks feature the Texas eBird program, listing conferences, recent sightings, and other information about birds. The touch screen-activated kiosk operates in the WBC Wing next to the mini-theatre.

Interpretive Strategy

MOVES PEOPLE TO CONSERVATION



The adobe mansion, Quinta Mazatlan, was finished in 1938/City of McAllen

Quinta Mazatlan's Strategic Imperatives

The entire interpretive strategy rests more on Quinta Mazatlan's virtuous location than its actual resources. The interpretation links its location with the natural and cultural resources of the Valley, including the urban areas of McAllen. Quinta Mazatlan's overall strategy manifests as four strategic imperatives that move visitors:

1. Quinta Mazatlan moves people from the interior of the property – the Mansion – to the habitat demonstration areas (i.e., "The Backyard").

The thematic framework structures the interpretation and taps into people's experience to pique their interest and deepen their involvement in the stories behind Quinta Mazatlan and the Lower Rio Grande Valley.

2. It then moves them outward from The Backyard to other WBC sites and to their own backyards in McAllen. Ideally they will look at their own backyards no longer as isolated, private spaces, but part of a continental flyway, even informally part of the WBC itself.

3. Interpretation moves people from The Backyard toward participating in The Backyard Habitat Conservation Program.

4. Interpretation moves people from The Backyard toward participating in the WBC Conservation Fund.

Quinta Mazatlan uses its battery of programs to move visitors along this twofold path (toward the Valley and toward conservation): events hosting, exhibitions, environmental education programs, guided walks, art shows, etc. All these media ultimately team up to move people outward in the geographical landscape and the conservation landscape.

The thematic framework structures the interpretation and taps into people's experience to pique their interest and deepen their involvement in the stories behind Quinta Mazatlan and the Lower Rio Grande Valley. As they pass from uninitiated (one extreme of appreciation for the sense of place) to active participant in conservation, they pass through vari-

ous stages of appreciation, learning, and valuing resources, especially birds and bird habitat. All the programs join forces to achieve Quinta Mazatlan's eight goals. Consider how the goals integrate into this strategy:

1. Quinta Mazatlan's hosting environmental events increases its national and international profile, thus attracting new visitors, donors, and prestige that bolster its conservation mission and message.
2. The more successful its programming and hosting, the more business Quinta Mazatlan will attract to McAllen.
3. Its participation in the WBC infuses its promotion of birding with regional importance and national and international reach. Its function as a gateway will expose even greater numbers of people to its conservation mission and programming.
4. School groups represent a major audience for the Backyard Habitat Conservation Program and a long-term constituency for both Quinta Mazatlan and birding in the Valley. The quality of its interpretation and educational programming is tantamount to success in this sector.
5. The appeal of birds and birding will motivate not only birders but those interested in creating backyard habitat. Quinta Mazatlan, through interpretation, can bring its feathered friends up close and personal to urban folks and visitors alike, many of which will have no other direct exposure to wildlife.

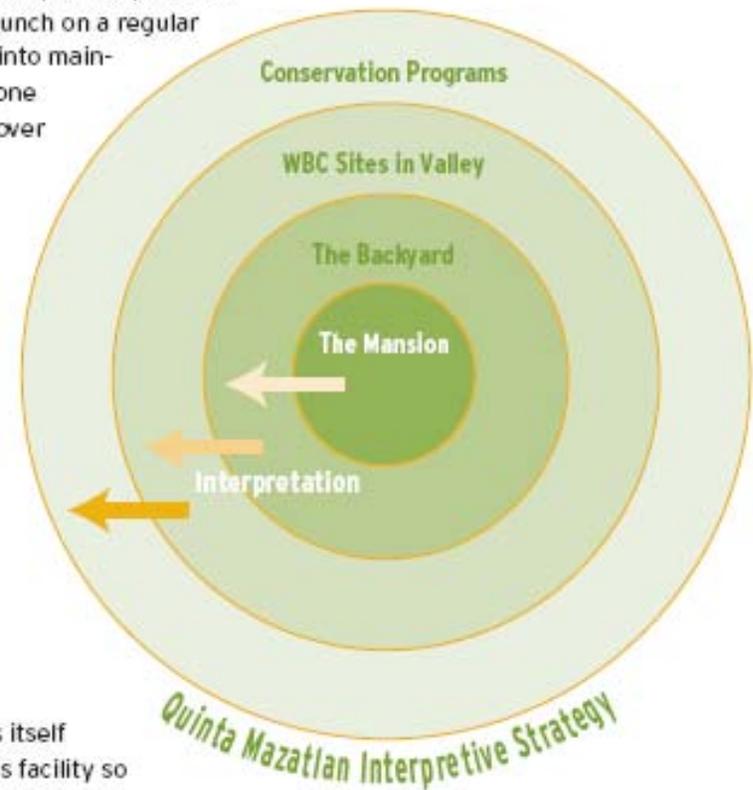
6. When seen as an interpretive tool, Quinta Mazatlan's artwork and shows will prove a powerful lever to attract new visitors, launch on a regular basis Quinta Mazatlan's name into mainstream publications (after all, one does not need to be a nature lover or birder to appreciate and enjoy art), and motivate people to join Quinta Mazatlan's conservation efforts.

7. All aforementioned strategies lead to participation in one of its two principal conservation programs.

8. Many activities will contribute revenues to reaching Quinta Mazatlan's 33% financial target.

In short, interpretation weaves itself through all the goals. Since this facility so completely dedicates itself to visitors (less so than many protected areas that have programs that do not involve the public: research, wood harvesting, flood control, etc.), interpretation as a tool plays a disproportionately large role in its mission compared with larger sites in the WBC, many of whom have a greater variety of tools at their call.

Operationally, Quinta Mazatlan must deploy different media for different visitor segments to achieve



Overarching Theme: The Lower Rio Grande Valley, which sits along the Central North American Migratory Flyway, is a major north-south migration point both for birds and people. Consequently, both human and avian migrants and residents have molded the biological, cultural, and political character of the Valley.

 Subtheme → Story		Objectives	Audience					
			McAllen Families	Organized Groups	School Groups	Birders	Events Participants	Winter Texans
Habitat & Conservation	Microcosm of recuperating Valley	1. Mansion → Backyard	Internal signage; (self) guided walks	Customized personal programs on premises	In Glass Room, menu of EE personal programs	Internal signage, self-guided brochure	Internal signage, tokens, place mats, interpretive talk-video	Internal signage, self-guided brochure
		2. Backyard → Valley	Part of (self) guided walks; bulletin board, outside signage	Built into personal programs, WBC kiosks		Outdoor signage, bulletin board, WBC panel/eBird kiosk	Outdoor signage, bulletin board, WBC panel /eBird kiosk	Outdoor signage, bulletin board, WBC panel/eBird kiosk
		3. → Backyard Conservation	Interpreter, outside signage, info kiosk	Built into personal programs	Built into EE programs			
		4. → Conservation Fund		Built into personal programs, WBC kiosk		Conservation exhibit, bulletin board, WBC membership program, kiosk	Part of interpretive talk-video, WBC kiosk	Conservation exhibit, bulletin board, WBC membership program, kiosk
Enhanced brushland as example for community		1. Mansion → Backyard	Internal signage; (self) guided walks	Customized personal programs on premises	In Glass Room, menu of EE personal programs			
		2. Backyard → Valley	Part of (self) guided walks; bulletin board, outside signage	Built into personal programs, WBC kiosks				
		3. → Backyard Conservation	Interpreter, outside signage, info kiosk	Built into personal programs	Built into EE programs			

Implementation Strategy

The task list includes the more obvious tasks from this interpretation plan. It is not exhaustive. Most likely the best approach is to combine these tasks with Quinta Mazatlan's annual operating plan, as well as project activities over the following two years.

Task	2005	2006				2007				2008			Responsible Person	Notes
	4th Qtr	1	2	3	4	1	2	3	4	1	2	3		
Finish 4 th grade curriculum													Colleen and Consultant	
Finish signage													Fermata	
Hire guide and recreation coordinator													Colleen	
Guide training													Fermata	
Develop first of 3 walking tours													Recreation manager	Result of guide training
Develop 2 nd tour													Recreation manager	Correspond to sub-themes
Develop 3 rd tour													Recreation manager	
Fundraise for Glass Room													Recreation manager	Already begun
Rebuild Glass Room													Recreation manager	
Inaugurate Glass Room													Recreation manager	
Sign agreement with TPW													Larry Pressler	
Book art shows for next 6 months													Colleen	2X/year
Book speakers for next quarter													Colleen	4X/year
Design visitor tracking system													Colleen	Based on McAllen system
Install bulletin board													Colleen	
Design minimal web page													Colleen and consultant or the City	
Launch web page													Colleen	
Design menu of EE programs													Colleen and consultant	
Develop EE programs													Colleen and consultant	
Design Backyard Habitat Conservation Program													Colleen and consultant	
Fundraise for Backyard Program													Colleen	

Monitoring Plan



Prickly Pear Cactus with Tunas/Ted Leo Eubanks, Formata, Inc.

Improvement in programming, implementation, quality, resource conditions, everything is based on learning from experience. Learning can be launched beyond simple intuition through the help of systematic collection of data about the areas of interest. This monitoring, then, covers several important areas of Quinta Mazatlan's operation:

- Park objectives
- Resource conditions
- Program effectiveness
- Visitor tracking
- Plan implementation

Park Objectives

The overall park objectives require analysis to see if Quinta Mazatlan is moving toward its vision or whether the sights set prove unrealistic. Of the numerous objectives identified in the policy framework only those most related to interpretation are considered in the monitoring plan 3.1, 3.2, 4.1, 4.2, 7.2, 7.3, and 8.2. See page 39.

Objective	Indicator	How to Measure	When	Who	Where
3.1 Contribute at least \$30,000 to the World Birding Center Conservation Fund.	Dollars contributed to Fund per year	Maintain separate accounting worksheet, same for all sites, and mirrored by WBC management.	Continuously updated	McAllen Parks & Recreation accountant	P&R offices and QM office
3.2 Meet 100% of all consortium member requirements defined in the World Birding Center bylaws.	% of requirements met on an annual basis.	Create a checklist and timetable for all requirements and check off items.	Monthly	Director of Quinta Mazatlan	Director's office
4.1 At least 3,000 McAllen students will participate in on-site educational programs.	# students who have participated in educational programs	In visitor tracking system, field for participation in educational programs. Create field for running total.	Annually	Director of Quinta Mazatlan	Director's office
4.2 80% of teachers who bring their classes to participate in Quinta Mazatlan educational programs will rate the program 4 or 5 on a 5-point satisfaction scale.	% teachers rating 4 or 5 on a satisfaction survey	Create survey using 5-point scales about educational programs in which they participated.	Each teacher	Educator	Glass house
7.2 Quinta Mazatlan will have bestowed at least 50 certificates in McAllen for its Backyard Habitat Conservation Program.	# Backyard Habitat certificates bestowed in McAllen	Create a database of all those certified. Count the number of records.	Annually	Director	Director's office
7.3 The Backyard Habitat Conservation Program will have improved at least 200 acres.	# acres improved by program	Database of all participants in the program (see above). One field records # acres improved.	Annually	Director	Director's office
8.2 The Quinta Mazatlan volunteer program will have generated at least \$200,000 worth of labor (using the Texas Master Naturalist rate of \$17.19 per hour).	Dollars generated through volunteer hours	Registry of volunteer hours donated, multiplied by hourly rate conversion factor	Monthly	Coordinator of Recreation	Coordinator of Recreation's office

ark objectives most related to interpretation that are considered in the monitoring plan.



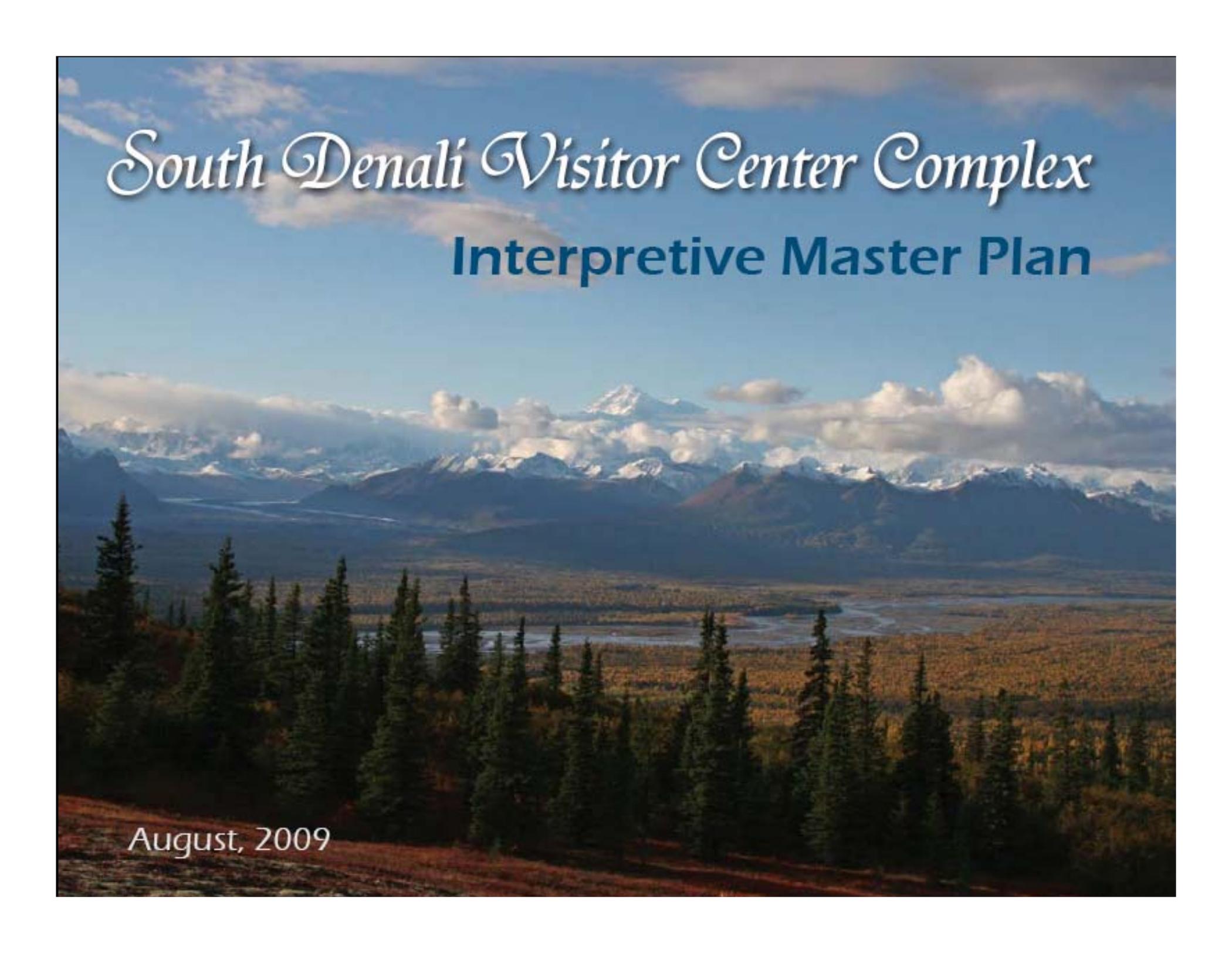
Canizo/Ted Lee Eubanks, Fermata, Inc.

Financial Plan

No plan can be strategic without making best use of existing and anticipated resources. While an implementation plan allocates the resource of time, the financial plan allocates money. No project is expected to support itself in the first year or years of its existence and Quinta Mazatlan's goal

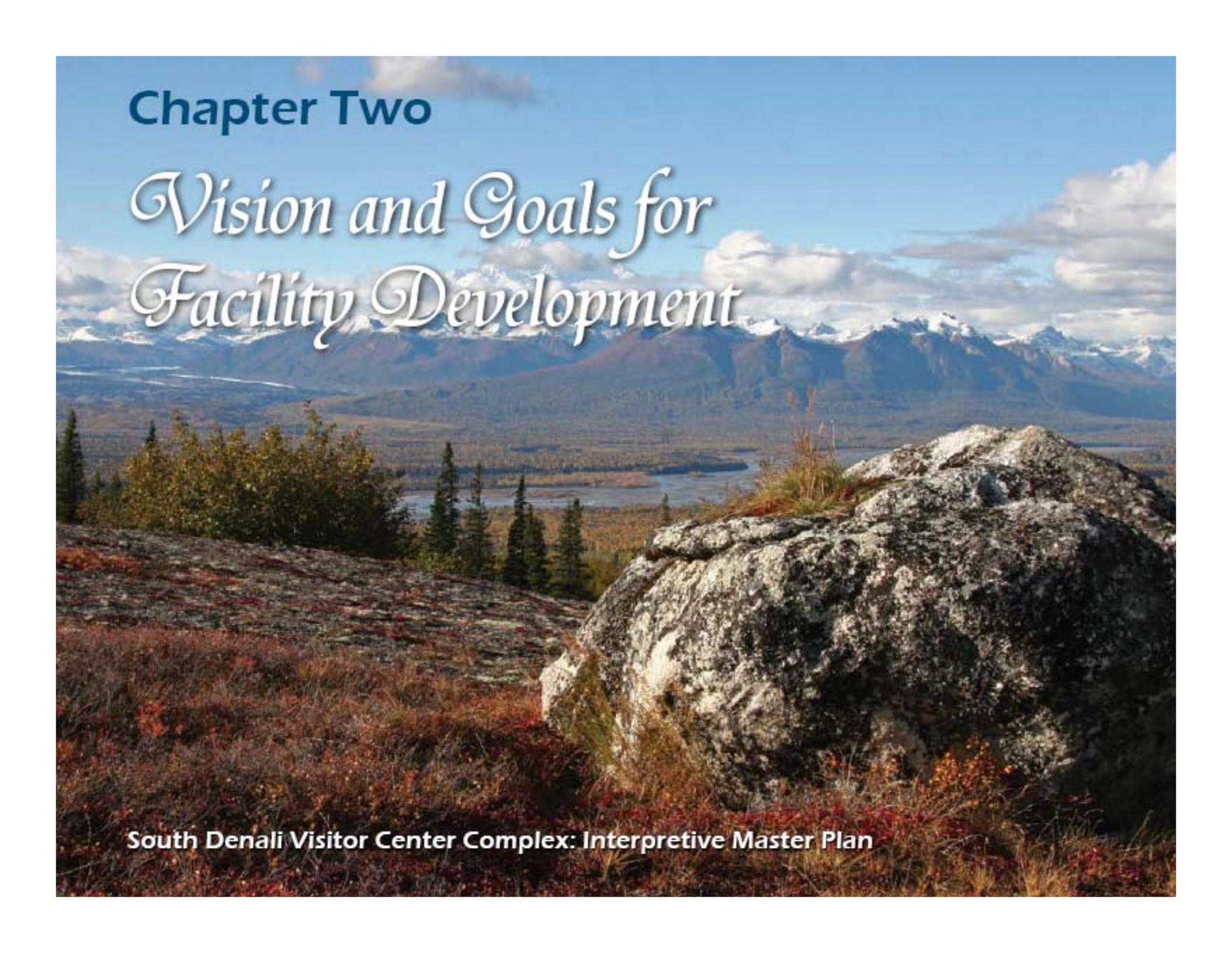
is merely to generate a third of its own income, which according the following yearly cash flow plan, achieves that in the very first year of operation. Presumably Quinta Mazatlan will keep this *Excel* file up to date as it tracks its financial progress and tests the many assumptions built into it.

Projected Visitation (General Entrances)					
Visitor Segment	2006	2007	2008	Total	Notes
McAllen families	2,500	2,750	3,025	8,275	Unit is # people, not families
Organized groups	1,500	1,650	1,815	4,965	Unit is # people, not groups
School groups	4,000	4,400	4,840	13,240	Unit is # students, not groups
Birders	500	550	605	1,655	
Events participants	2,400	2,800	3,000	8,200	
Winter Texans	1,000	1,100	1,210	3,310	
Grand Total Entrances	11,900	13,250	14,495	39,645	
Assume a 10% increase in visitation per year for the first three years.					



South Denali Visitor Center Complex
Interpretive Master Plan

August, 2009

A scenic landscape photograph of a mountain range with a river valley and rocky foreground. The foreground features large, grey, textured rocks and sparse, dry vegetation in shades of brown and orange. In the middle ground, a river flows through a valley surrounded by green and yellow trees. The background shows a range of mountains with snow-capped peaks under a blue sky with scattered white clouds.

Chapter Two

Vision and Goals for Facility Development

South Denali Visitor Center Complex: Interpretive Master Plan



Visitors take in the interpretation at the Denali View South Viewpoint. August, 2007

Vision and Goals

Denali State Park Management Plan Vision Statement (2006)

The 2006 management plan documents the vision of the Alaska DNR Division of Parks and Outdoor Recreation for the South Denali Visitor Center Complex (page 81). This plan adopts the overall recommendations of the Final South Denali Implementation Plan and Environmental Impact Statement:

This destination facility will serve Alaskan and out-of-state travelers, local school groups and package tours. The vision is for a high quality facility that offers a range of opportunities for learning and recreating. It will provide visitors of various abilities a chance to experience alpine and subarctic tundra environments and opportunities to view Denali and the Alaska Range.

The visitor center and trail system could engage visitors for an hour, half-day or all day. Diverse opportunities (such as interpretation of natural and cultural resources, viewing Denali, short talks, long hikes, educational programs, hands-on exhibits and viewing films) and information about regional recreational opportunities, safety, and emergency assistance will be provided to accommodate diverse visitor interests and backgrounds. Opportunities for winter activities will be provided, though not at the same level of service as in summer.

Memorandum of Understanding Vision Statement (July 2007)

The Memorandum of Understanding for Development of the South Denali Master Interpretive Plan (July 2007) states the vision for the visitor center:

The South Denali Visitor Center will be a sustainable learning and recreation gateway, providing a welcoming and accessible interpretive transition for people of all ages, abilities, and backgrounds. The visitor center, trails, and viewing areas will be unimposing and harmoniously nestled within the surrounding landscape, furnishing venues for education, study, and wildlife and scenic viewing. Heritage interpretation will enhance visitor appreciation of, connection to, and care for area resources by offering an interactive program focusing on the key themes of transition, sustainable resource management, recreation, earth processes, and natural and cultural history. This year-round gathering place will enable visitors to experience migrating and resident wildlife, breathtaking views of Denali and the Alaska Range, and Alaskan nights painted with sheets of dancing aurora. Visitors will come to experience and stay to enjoy.

Chapter Three

The Audience



South Denali Visitor Center Complex: Interpretive Master Plan

Alaska Residents

Anchorage and Mat-Su Borough residents are all within a three hour drive of the South Denali Visitor Center Complex at Milepost 135. The "Metro Statistical Area" (comprising Anchorage and Mat-Su Borough) encompasses 53% of Alaska residents with a 2008 population estimate of 364,700. This compares to a total 2007 state population of 683,478. The Anchorage growth rate is 1.4% and the Mat-Su Borough 4.2% which promises an increasing resident tourism base into the foreseeable future.

The Matanuska-Susitna Borough Tourism Infrastructure Study of June 2008 reports the following facts about resident tourism:

- Population growth in Anchorage (11 percent over the past decade) is extremely favorable for year-round Mat-Su visitation.
- The study team estimated that 446,000 Alaskans visited the Mat-Su Borough in 2007, with the largest market being Anchorage residents. Summer visitors represented nearly 60 percent or 262,800 visitors; the number of fall/winter visitors totaled 183,400 Alaskans.

The Economic Impacts of the South Denali Implementation Plan (February 2008) reports that one half of Alaskans living in Anchorage, the Kenai, or the Interior (Fairbanks and Environs) make at least one visit with about one million total "visits" to the Mat-Su Borough per year whose primary activity was:

- 9% visit developed campgrounds
- 13% camp
- 17% visit developed trail systems
- 17% hike
- 16% view wildlife
- 11% fish
- 4% boat
- 5% ski and snowshoe
- 8% snow machine

Camping, hiking, and viewing wildlife are major activities that Alaska residents participate in. The South Denali Visitor Center will serve as a hub for these activities. Camping on Curry Ridge. September, 2007



Chapter Four

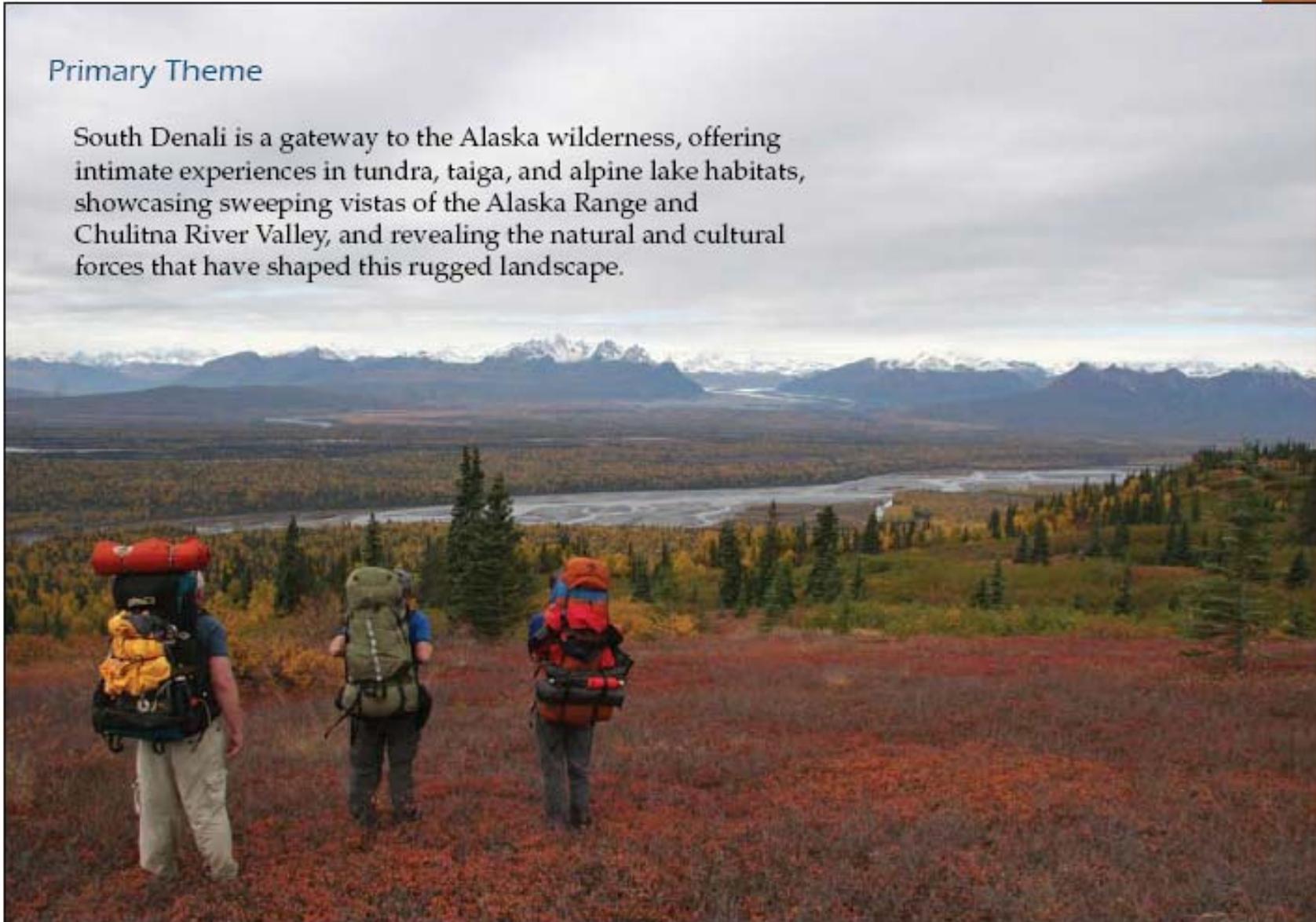
Resources, Themes, and Messages



South Denali Visitor Center Complex: Interpretive Master Plan

Primary Theme

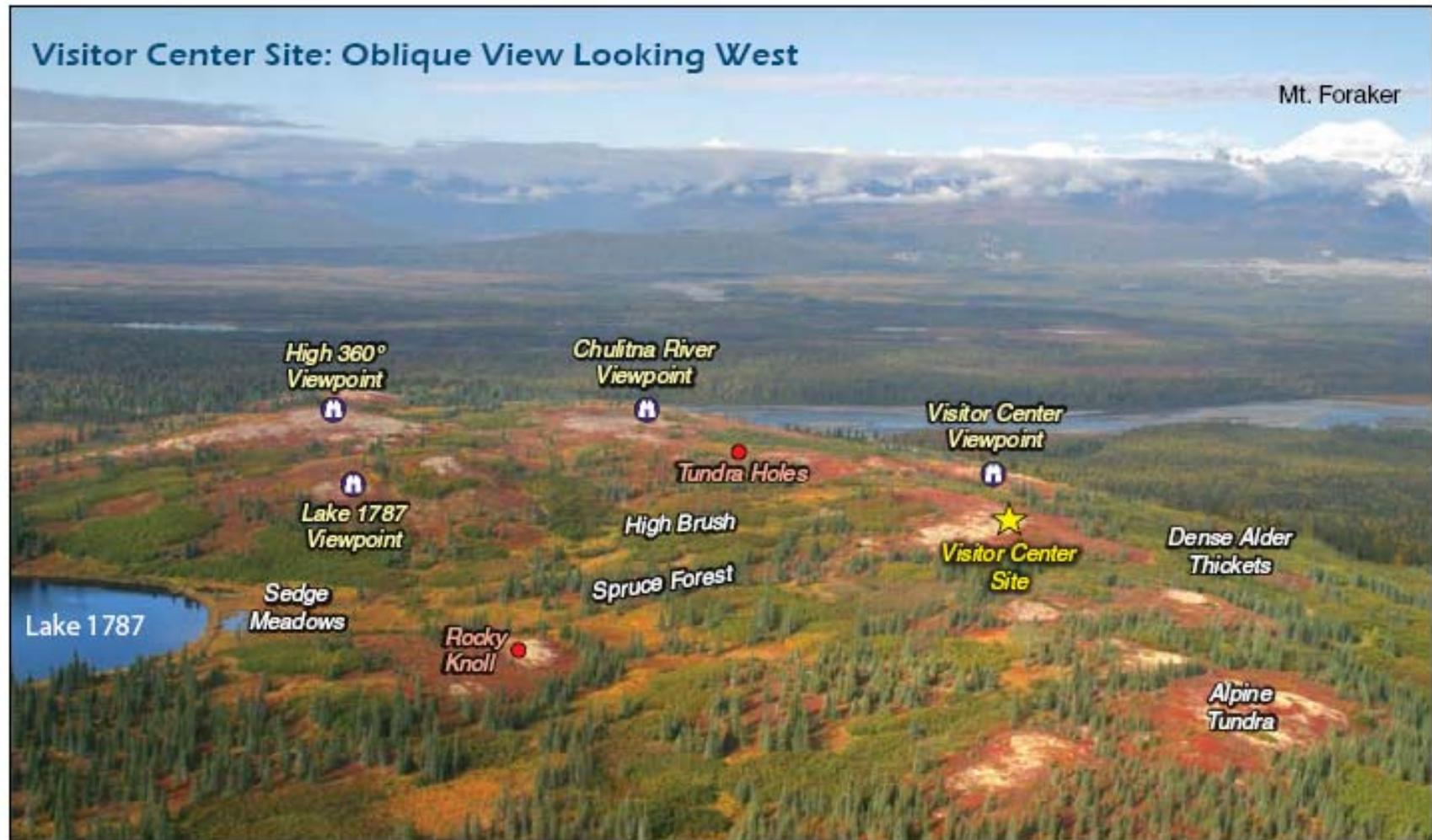
South Denali is a gateway to the Alaska wilderness, offering intimate experiences in tundra, taiga, and alpine lake habitats, showcasing sweeping vistas of the Alaska Range and Chulitna River Valley, and revealing the natural and cultural forces that have shaped this rugged landscape.



Chapter Five

Interpretive Facility and Site Development

South Denali Visitor Center Complex:
Interpretive Master Plan

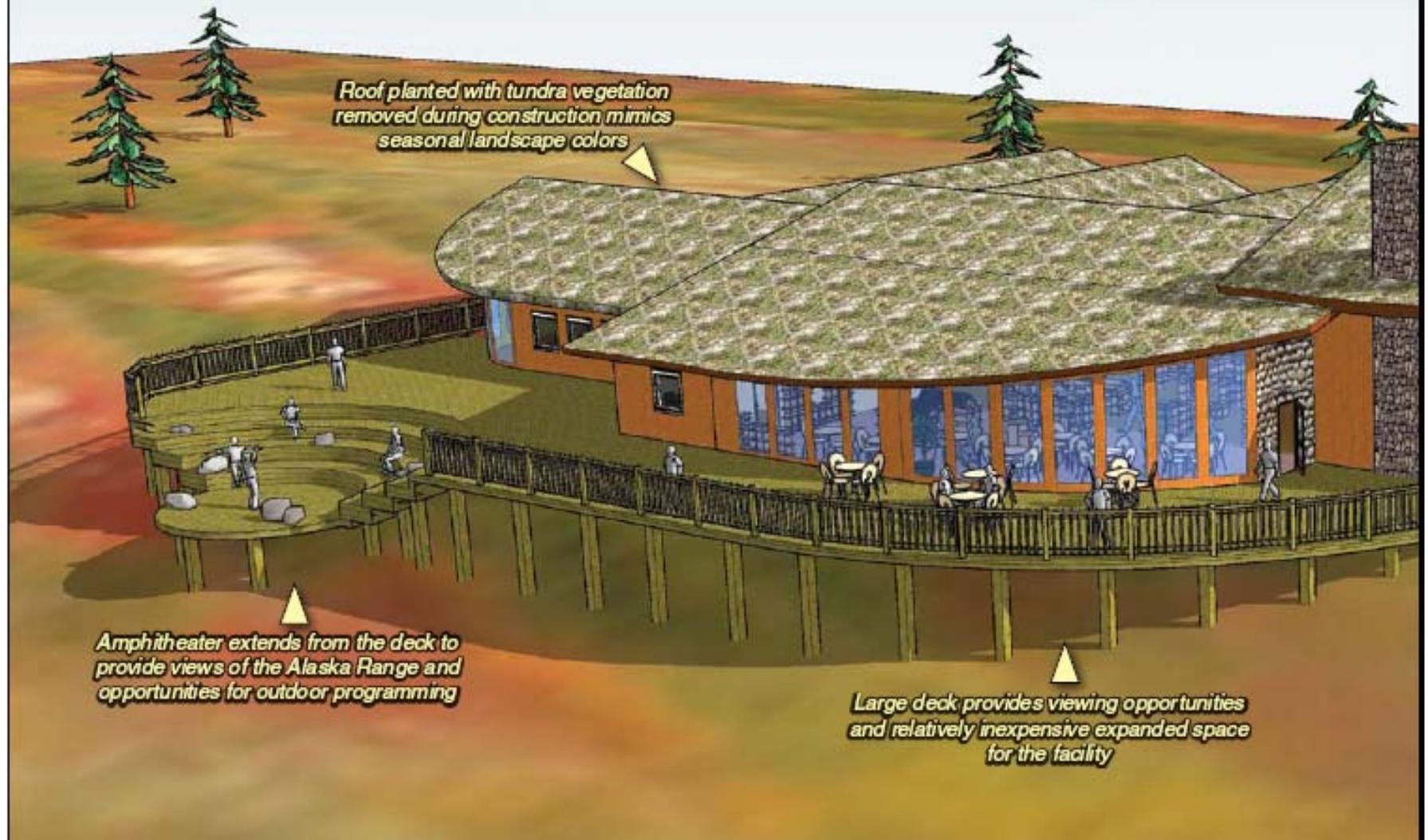


- **Natural observation areas:** High vantage points will naturally attract visitors who want a better view. Several overlooks are in close proximity to the site, including a knoll west of the site (providing 360 degree panoramic views), a rocky overlook northwest

of Lake 1787 (with an impressive view of the entire lake), and a 1,980 foot hill southeast of Lake 1787 (spectacular view of the lake with Mt. McKinley rising behind). Well constructed trails can be built connecting these high points with

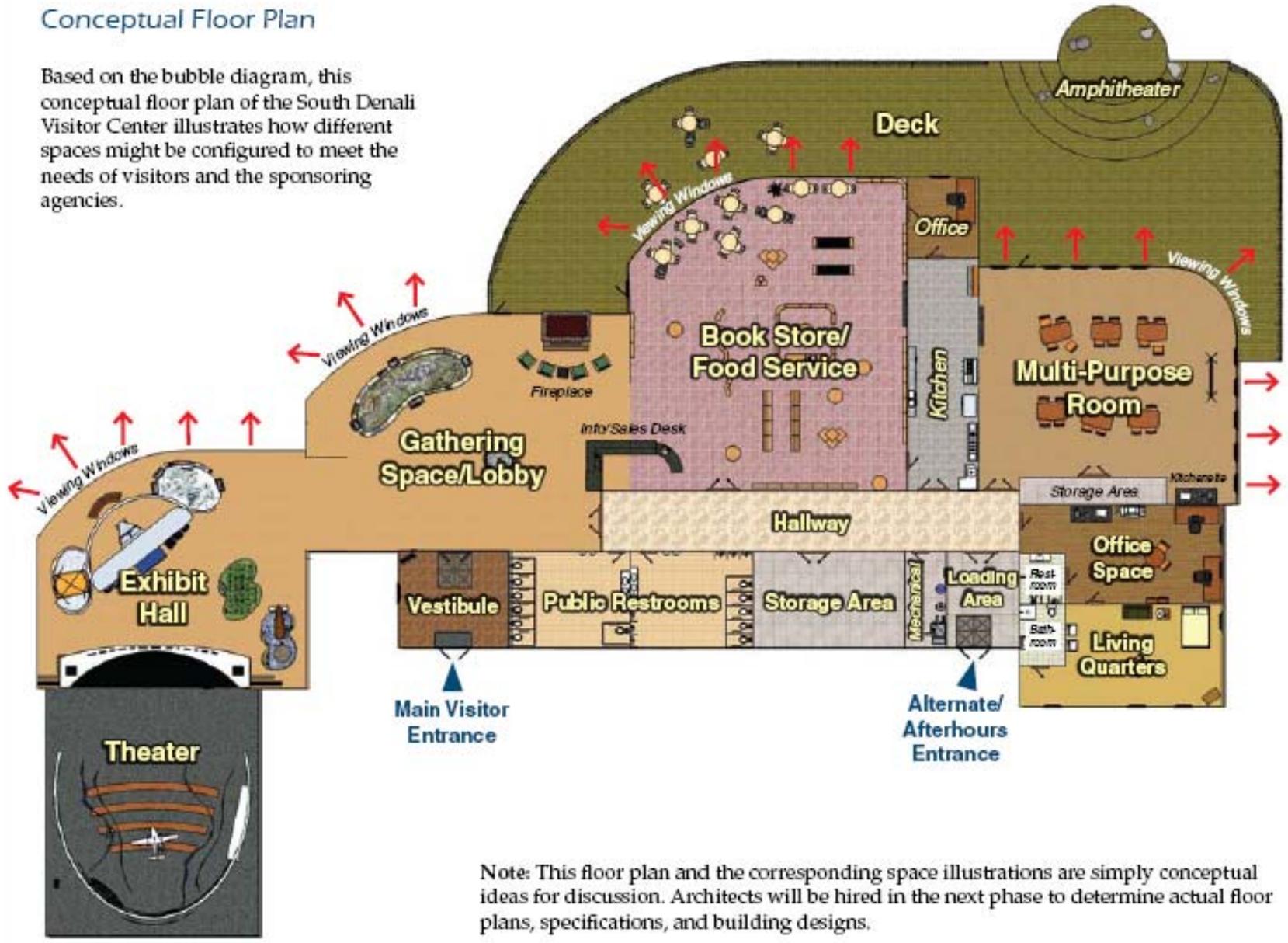
the interpretive facility to avoid trampling of the tundra habitat. In addition, the Parks Highway is less visible from this vantage point than other similar lookouts.

Visitor Center Conceptual Design *Looking southeast*



Conceptual Floor Plan

Based on the bubble diagram, this conceptual floor plan of the South Denali Visitor Center illustrates how different spaces might be configured to meet the needs of visitors and the sponsoring agencies.



Note: This floor plan and the corresponding space illustrations are simply conceptual ideas for discussion. Architects will be hired in the next phase to determine actual floor plans, specifications, and building designs.



Relief Map of Alaska Range

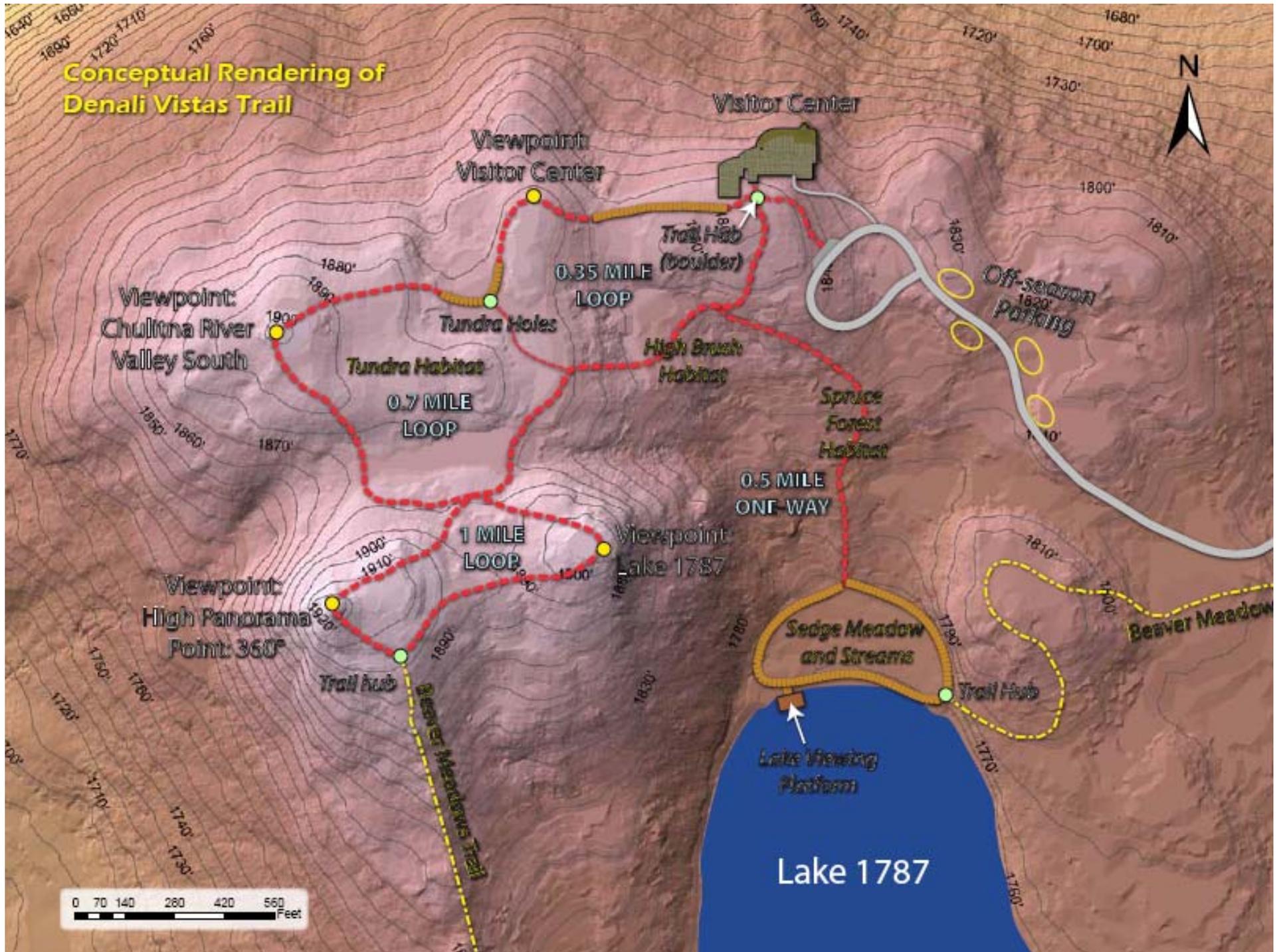
Access to Viewing Deck

Fireplace Sitting Area

Projection Map of Denali State Park

Universally Accessible Information Desk

Conceptual Rendering of Denali Vistas Trail



Chapter Six

Interpretive Media and Programs



South Denali Visitor Center Complex: Interpretive Master Plan

3-D Topographic Projection Map of Denali State Park

Purpose:

To provide a fun, easily understood, interactive map experience that encourages visitors to plan their visits in a holistic manner. Options will be presented based on visitors' planned length of visit, preferred activities, physical ability, etc.

Themes and Messages Interpreted:
Sub-Theme 8, Messages 8.1-8.11

Objectives:

- Visitors will learn about the range of recreation opportunities and special features of the park as they push buttons that project images such as trails, roads, boundaries, interpretive features, and access points.
- Visitors will plan their visit to the park based on the information provided.

Description:

This map and its projection system will be conveniently placed in an exhibit alcove near the visitor information desk. A menu of projection options will allow visitors to choose various overlays such as fishing and hunting opportunities, camping, trails, etc. It will provide appropriate options based on length of visit and interests.



BUILDING THE ALASKA RANGE





Trailheads

Three trail systems are proposed near the South Denali Visitor Center. Trailhead panels will be installed at the main visitor center hub, as well as locations where different trails intersect. The panels provide basic information about each trail to visitors, while enticing them with promises of unique features and viewpoints they can experience.

Design features for the trailheads include:

- Each trailhead will be designed to express the unique features of each trail loop.
- Trailhead panels will be designed using support plates of iron and wood timbers for ease of maintenance, for a rugged appearance, and to resist weathering and vandalism.
- Positive and negative cutouts in the iron plates will reinforce the themes of each trail.
- The cutout iron images will be repeated in interpretive panels along the trails.

The Denali Vistas Trailhead features a raven cutout with bird tracks and a caribou skull punched into the iron plate.



South Denali Visitor Center Complex: Interpretive Master Plan

Chapter Seven

*Base Transportation Facility, Site,
and Media Development*

Transportation Hub Concept Site Map



Escalera de la participación ciudadana

Por Sherry Ornstein

je participe
tu participes
il participe
nous participons
vous participerez
ils profitent



Nada, nada, nada



Manipulación



Terapia



Información



Consulta



Aplacamiento



Asociación



Poder delegado





QUERENCIA
COMUNIDAD INTENCIONAL

Control ciudadano



Escalera de participación





**Contenidos de un plan
interpretativo/uso público integrado**

Evaluación

¿Cuáles son nuevas ideas o técnicas que han visto estos días?

¿Cuál es su reacción emocional con este curso? ¿Sentimientos provocados?

Buena interpretación provoca pensamiento:

¿Cuáles son las ideas nuevas que tienen? ¿Cuáles implicaciones podrían tener en su trabajo? ¿Cuál es la técnica o idea más importante y por qué? ¿Cuál es la idea en que están de mayor desacuerdo?

¿Qué van a hacer cuando regresan? ¿Algo diferente? ¿Cuáles son las barreras que van a enfrentar?

