

Interpretation as Strategic Communication in Protected Area Management

Session type: Oral presentation.

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A strategic view of interpretation's role in protected area management will be presented. Communication is "strategic" when choice of messages and delivery systems are based on an empirical understanding of the influence communication can have on protected area visitors. Drawing on communication theory supported by research conducted in the USA and Australia, this session highlights three roles for strategic interpretation in protected area management – enhancing visitor experiences, purposefully influencing attitudes, and shaping on-site behavior in fragile settings. We welcome additional presentations which focus on these or related topics.