



FAKULTI PENGURUSAN DAN INDUSTRI HALAL

PROGRAM	Diploma in Tourism Management
COURSE NAME	VISITOR INTERPRETATION TECHNIQUES
COURSE CODE	DTO 4013
CREDIT HOUR	3
SYNOPSIS	Exposes the students to the visitor interpretation techniques including designing interpretive techniques and media and conducting interpretative activities and programming.
COURSE STRUCTURE	
CHAPTER	TOPICS
1	Fundamentals of Visitor Interpretation. 1.1 Meaning and functions of interpretation 1.2 Role and functions of an interpreter. 1.3 The relationship between interpretation and tour guiding services. 1.4 The importance of interpretation in travel & tour services.
2	The 6 Principles of Interpretation According to Tilden 2.1 Relate to audience 2.2 Reveal information about the topic 2.3 Be a combination of many arts 2.4 Provoke interest in the topic 2.5 Be a part of a greater whole 2.6 Interpretation should be personal to the audience. 2.7 Interpretation is revelation based upon information 2.8 Interpretation is an art 2.9 Interpretation should aim to present a whole rather than a part
3	Interpretation Methods 3.1 Face to face 3.1.1 Talk 3.1.2 Demonstration 3.1.3 Visit 3.2 Guided tour 3.3 Gadgetry 3.3.1 Electronic 3.3.2 Printed



4	Interpretive Media 4.1 Interpretation center 4.2 Interpretation trail 4.3 Signage and display 4.4 Printed materials 4.5 Other gadgetry
5	Interpretation Programming 5.1 Visitor center 5.2 Sidewalk display 5.3 Interpretive signage 5.4 Personal services 5.5 Audio-visual 5.6 Printed material 5.7 Special program
6	Interpretive Material Design 6.1 Interpretive Brochure 6.2 Interpretive signage 6.3 Interpretive electronic presentation 6.4 Interpretive talk
References:	1. Clifford Geertz "The Interpretation of Cultures (3rd Revised)" 2017 Basic Books (US)