Subject Code	TOU605
Subject Name	Designing Effective Interpretation
Credit points	6
AQF Level	6 (Year 2)
Delivery mode	On campus
Prerequisites	None

Subject Overview	Effective interpretation enriches visitor experiences by conveying information about the natural world or historic places through engaging and unique methods, enhancing understanding, enjoyment, and connection. It also adds value to tourism products by broadening cultural and environmental awareness and encouraging sustainable practices. This subject introduces models, theories and methods of interpretation, equipping students with the knowledge and skills to create interpretive products that communicate site value to visitors. A key component involves applying these skills to design an original interpretive product that addresses real-world problems posed by an industry partner.

Learning Outcomes	Examine the role and importance of Interpretation in communicating information about the natural and cultural world to enhance visitor experiences.
	Compare and contrast various interpretative theories, methods and models for designing interpretive products.
	Identify theories and techniques used in persuasive communication and develop skills in persuasive writing to inspire sustainable practices and behaviours.
	Evaluate examples of interpretive products to determine effective interpretation techniques for deepening visitor understanding, enjoyment, and connection to the environment.
	Create engaging and unique interpretive products utilising effective interpretation techniques.

Assessments	**Indicative assessments**	**Weighting**
	Essay	25%
	Illustrated text and report	35%
	Group presentation	40%

Graduate Attributes addressed in this subject	Preparedness
	Ethical and social understanding and sustainability literacy
	Systematic and coherent body of knowledge
	Cognitive skills to analyse, critique, consolidate and synthesise knowledge
	Scholarly skills
	Interpersonal and Teamwork skills
	Communication skills

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