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VOLUME 2: PROJECT DESIGN & SUSTAINABILITY

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Preface

Assalamualaikum Warahmatulahi Wabarakatuh,

First and foremost, I wish to welcome all of you to the International Conference on Research Methodology for Built Environment and Engineering (ICRMBEE2013) and “Selamat Datang” everyone. I am greatly honoured and glad that the Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA (UiTM) is organizing this conference. Faculty of Architecture, Planning and Surveying wishes to thank the university and supporting bodies for their trust, confidence and continuing support towards us.

This conference with the theme “Enhancing Research Methodologies in The Built Environment & Engineering” bringing together so many experts from around the world is an important opportunity. Not only, does it interact with the many facets of this faculty but it comes at a time when modernizing of the Malaysian construction industry is under close scrutiny. This is contained in the 10 year master Plan produced by the Construction Industry Development Board *Malaysia* (CIDB). With this as a back draft to your deliberation, I am certain that your contributions of knowledge and debate in the conference will be extremely valuable.

Lastly, I would like to thank all the committee members for their hard work and excellent job in ensuring the success of this conference.

Thank you

Associate Professor Dr Masran Saruwono
Dean, Faculty of Architecture, Planning and Surveying

Evaluating Interpretive Methods for a Successful Ecotourism Experience:

A Case Study of the South Australian Parks

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ABSTRACT

Increasingly, parks and protected areas are seen as tourist locations that could help visitors learn and experience a particular place. The uniqueness of a successful park is derived not only from the value of the resources available but also on how well those values are exhibited and presented to tourist. The first impression account is believed to have a significant impact on one's recreational experience. A group of Malaysian students on an exchange program at the University of South Australia evaluated several parks and recreation areas in Adelaide, South Australia. Using mainly observational investigation with background research on interpretation, the study surveyed four different types of parks around the city. Focus on theme, media and facility the research analysed the park attributes on interpretations approaches based on their strengths and potential. The result found several successful methods employed for helping tourist gain valuable experience in their visits.

Keywords: *interpretation; visitor experience; nature-based recreation*

INTRODUCTION

Tourism requires providing visitors with information. The information provides process ranging from simple message or direction through complex explanation of a location. The process is considered as interpretation. Interpretation is a communication process designed to reveal meanings and the relationships of our cultural, heritage and natural relationships to the public (visitors) through first-hand experiences with objects, artifacts, landscapes or sites (Veverka, 1994). It can be assumed that interpretation is not a matter of things but actually is a communication process towards delivering information to people. The use of interpretation in recreational area such as parks and natural areas are widely applies by the authorities. The interpretive elements encourage interest of visitors in doing recreational activities instead of delivering informative messages. Interpretation also can be considered as recreation learning to describe kind of learning to visitors in parks, forests, historic sites and zoos (Veverka, 1994). As part of recreation, interpretation have role of education, entertain, as an exhibition, information and provide experience. According to a research by Ballantyne& Hughes (2001), interpretation has to provide correct information, giving as much interesting information as possible and to educate people. Therefore there is need to provide accurate and precise in recreational areas which easily understood by the visitors. The study conducted to determine the potential element and approach that can be interpreted at parks and protected area in Adelaide. There are four (4) park have been evaluated in Adelaide, South Australia which is Kaiser Stuhl Conservation Park, Cleland Wildlife Park, Adelaide Botanical Garden and Adelaide Zoo. The data have been collected is limited to the case study of parks and protected areas related to field of facilities, informative



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