

THE VISITOR'S SATISFACTION TOWARD FACILITIES PROVIDED IN NATURE INTERPRETATION CENTER, TAMAN WETLAND, PUTRAJAYA

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Abstract

Nature Interpretation Center is hub information that people will be visiting to search more knowledge and getting experience about the nature. The attractive facilities that provided in the center such as exhibition area, entrance foyer and children area will attract visitor to visit. However, it need to be started from design stage so, that can avoid any problem or issues of functions of the facilities. The intention of this paper is to evaluate travel motivation of visitor and to identify visitor's satisfaction towards facilities that will improve their experience in Nature Interpretation Center. Questionnaire method is used to collect the data and distributed to visitor in Nature Interpretation Center, Putrajaya. This process covers that background of the respondents and facilities that provided in Nature Interpretation Center, Putrajaya.

Keywords: interpretation, facilities, Nature Interpretation Center, Putrajaya, visitor's satisfaction

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1. Introduction

People always seek for some type of information such as by visiting national, regional, and local parks. The process of 'revealing' natural, cultural, and historical is called interpretation (Tilden, 1957). The information may come to variety methods such as tour of a nature center and the center that provide will give visitors short term experiences. According to Interpretation Canada (1978), interpretation is a communication process designed to reveal meanings and relationships of cultural and natural heritage of countries to the publics through first hand experiences with objects, artifacts, landscapes or sites. De Rojas and Camarero (2008) studied visitors' expectations, experiences and satisfaction which are related to cultural tourism and services provided by cultural organizations. This process enables visitors to appreciate and learn about the places they visit (Moscardo, 1998).

Moreover, The Association for Nature Center Administrators defines Nature Interpretation Center (NIC) "a nature center that combines between environments and people together and get the guidance of trained professionals to experience and develop relationships with nature". The centers offer the comfort and information services of a visitor center, with a strong focus on park interpretation that highlights relevant themes. Many of the facilities have indoor and outdoor exhibits that include dioramas, artifacts, and plant and animal specimens, as well as replicas. Audio-visual programs may also be provided, allowing visitors to relax and watch a short film or slide show before (or after) exploring the park's natural and cultural features. Often, a visit to the interpretive center or museum becomes the highlight of a visitor's park experience. Visitors to nature sites to seek experiences such as leisure, culture, education, and social interaction (Timothy, 2007).

The Nature Interpretation Center known as a building that consists educational and interpretation for visitors gain their knowledge regarding the parks' various ecosystems. By claimed from Gross and Zimmerman (1997), that nature centers is not only about mortar and brick or trails in a natural area. According to Joint Stewardship Board (2009), that is a big challenge to design the facilities. By provide the facilities in the nature interpretation center, it will be attracting visitors to visit the place. The relation of facilities in the interpretation center will be create the journey for visitors (Neal Kalita,2007). The principles and ideology of nature interpretation that applied in interpretation design is various equipment and methods (Beck and Cable, 2002; Knudson, Cable and Beck, 2003; Larsen 2003; Tilden, 2007). The strategies of location of facilities will encourage visitor to collect experience, ideas and information and attract visitors to engage with topics ranging from natural to science and social problems. So, the aim of the paper is to obtain the visitor's satisfaction towards facilities provided in Nature Interpretation Center, Putrajaya. Therefore, the objectives of the paper: i) is to evaluate travel motivation of visitor and ii) to identify visitor's satisfaction towards facilities that will improve their experience in Nature Interpretation Center.

2.FACILITIES IN NATURE INTERPRETATION CENTER, TAMAN WETLAND, PUTRAJAYA

Nature interpretation centers is offering the comfort of information services that strongly focus on park for interpretation that highlights significant of themes. The facilities consist indoor and outdoor exhibits that contain artifacts and models regarding plant and animal specimens. Before or after exploring the nature, visitors enable to experience and feel relax with audio-visual that provided such as watching a short film and slide show about the nature. Visitor can feel free to explore the exhibition when the location facilities is related to each other. For the start the journey in interpretation center, the facilities that normally provided is entrance foyer, exhibition space and toilet, whereas after exhibition space, cafeteria will be provided for visitors get time for relax and experience the nature. The location of the facilities in relation to each other creates the visitor's "journey". The entrance foyer, exhibition space and toilets are normally placed at the start of the journey or front of the center, whereas the retail area is located after the exhibition space. Berkman (2004) stated that facilities that can be transitional and intersectional point between indoor and outdoor and separator and connector between human and nature is called as entrance. The attraction of interpretation center or visitor center need to focus more on the whole of visitor journey, it is started from the entrance and welcoming facilities of the center that people deciding to visit (Mulberg, 2015). In additional, the visit journey is started from the entrance foyer that provide information desk and waiting area such as seating. Design Universal (2011) stated that the information counters including reception desks need to accessible and understandable for visitors. According to Ditte et al. (2016), that most of previous researcher claimed that interpretation foyer is a physical or symbolic of space. In additional, they stated that foyer is called as a passing way that dimensional of layout may maximize the function of use and including the organized of exhibition space for visitor orientation in advance. In architecture studies, interpretation foyer is understanding as a design of space and exhibition (Dernie, 2006, Lorenc et al., 2007), space arrangement (Hillier & Tzotzi, 2011) and wayfinding (Arthur & Passini, 1992).

Other than design, exhibition destination is one of elements that need to measured. It was conducted by Whitfield et al. (2014) that stated exhibition destinations with five factors, there are meetings, incentives, conferences and, exhibitions (MICE) facilities, accommodation, accessibility, recreational and professional opportunities and destination attributes. The circulation of space should be considered of systematic traffic flow on certain area to avoid crowded situation. According to Randall (2007), that people related access to the proximity of spaces that accommodate the tasks they need to execute and access to others. Based on Tuan (1997), that interpretation center is a place where is people that not to come every day and cafeteria in the interpretation center is not only considered as a pause reflective place

but also can be a meaning space during visit time. It is support with McIntyre et al. (2009) stated that the experience from visit interpretation center is an effectively called as break within a break. By visiting cafeteria in interpretation center will make visitor feel calm and free because of “peace” environment that come from nature. It is claimed by Mehya (2008) stated that by creating a skylight and windows as a focal point that make the interior space get nature lighting and visual relation with surrounding that can bring about attention and space can be divide in practically. The one of key attraction and motivation for interpretation center is a good cafeteria it is because, the visitor can feel free to extend their duration of visit the center. After visitors explore exhibition area, the visitors can have “a cognitive break” at cafeteria in the center. It is can and also give museum/gallery experience, rather than providing an everyday cafe space. The customers are referring to their action either want to hanging out or stopping in the cafeteria is depends on theme of the café social space.

Signs is appearing everywhere to give a guide, inform and warning. According to Trapp et al (1994), there are many examples of signage such as entrance signage, traffic signage, signage for direction and regulation signage. Every signage that provide is depends on location and different meaning. Signage that located at natural sites is called as interpretive sign. The function of the signage is to give a direction and also as a storytelling regarding the sites (Chrystal and Nicole, 2007). It can be encouraging the visitors to explore and discover the site. Based on Kuo (2002), interpretation can provide visitors with information about welcoming message, safety and directions and signs play an important role in providing these kinds of information. In additional, Mascardo (1998), providing information signs informs visitors what the sites can offer and what are the possibilities that visitors can and cannot enjoy.

Barbara et al (2003) stated that interpretation center is considered as a learning landscape for all generation of visitors, it is because learning is no boundaries. Barbara et al also claimed that interpretation center is provocative aa a learning environment if learning is a viewed as a process of knowledge, attitudes and values. The children area should be design in large interior space and unusual architecture design make children take an opportunity to explore the objects and exhibition equipment. Children will feel to learns in interpretation center when their interest and motivations is encouraging (Csikszentmihalyi & Hermanson, 1995).

Network access is called as appliance or device that would allow people to access information, it is described by Guthrie & Dutton (1992). The network is provided to facilitate access to community information and communicate to achieve civic goals (Sullivan, Borgida, Jackson, Riedel, Oxendine, & Gangl, 2002), with focus on electronically connecting individuals who also share normal geographic space (Virnoche 1998). In additional, Malaysia has already signed the Convention on the Rights of Persons with Disabilities which clearly state in Article 30 to ensure people with disability “enjoy access to places for cultural performances or services, such as theatres, museums, cinemas, libraries and tourism services, and, as far as possible, enjoy access to monuments and sites of national cultural importance”. Nature Interpretation center are also need paying more attention to physical access by ensuring wheelchair can access to physical spaces, exhibits and displays that accommodate people without limitations. Moreover, the role of car parking facilities is important and more than basic needs in life. A Chairman of the Board of International Parking

Institute, Casey Jones (2011) had claimed that parking is everyone matter. Parking space is important for commercial properties in most urban area such as hotels, transportation hubs, visitor centers and hospitals. Parking facilities can be achieved a customer satisfaction and need when a good planning with suitable strategic decisions and resources by including a service marketing that mix with framework is conducted (Goi, 2009). Besides that, European Parking Association (2014) suggested that a proper management of parking facilities will increase the quality and valued by consumers. The good planning for parking space also will make visitors feel satisfied and comfortable to visit the center. Therefore, the availability of

facilities also can be identified in terms of condition and placement of facilities in the nature interpretation center.

3. Methodology

This study used questionnaire method as a methodology to conduct the research. The questionnaires are distributed to visitors at Nature Interpretation Center, Putrajaya as a respondents. Total of respondents are 381 person from the 64,892 of population of visitors on 2016 . There are three section of the questionnaire. Section A is demographic respondents, Section B is regarding travel motivation and Section C is satisfaction towards facilities provided in Nature Interpretation Center, Putrajaya. The descriptive analysis and several methods such as frequency and number of mean is used and it is the way of the data have been analyzed. All the data that data have been analyzes is to find the visitor satisfaction towards facilities provided in interpretation center.

4. Data analysis

4.1 Demographic Respondents

This section was showed the result that has been analyze from the demographic factors. There are five items in the demographic factors that need to be analyzed which are gender, age, marital status, education level and occupation. The demographic respondents are show in Table 4.1. The result that researcher receive from 381 respondents showed that female was the higher respondent at the 53.8% and male is 46.2 %.

In the age factor, the higher is 31- 40 years with 43.8%, it happened because of parents that bring the children to play and learn in the NIC. Second higher is 21- 30 years, 39.1% the level of student age and young couple comes with the kid. Next is followed by respondent that 20 years old and below than that, 13.9% was a secondary and primary school student and the lower percentage is 3.1% which is 41 years old and above. Next is marital status, the higher is married at 59.1 % because of most of respondents are parents that bring their children and the other one is single status that student and children that came with their family and friends.

On education level, the higher percentage is 81.1% that tertiary level because of most of them are bachelor's degree holder, master and Ph.D. holder. This is a prove that class of educated people believe in indirectly learning process was encourage involvement on their children and themselves. Another level is secondary education that come from their children at 14.1% and followed with primary level at 3.7%. Lastly in demographic factor is occupation. The majority respondents came from government and private sector at 29.1 and 23.9 percent. This is because their working hours at 8 am until 5 pm on weekdays and leisure time on weekend. Next is student with 23.4 % and businessman at 18.4 that have their own free time to bring their children. Lastly is unemployed, 5.2% which is fulltime housewife and graduated student.

4.2 Travel Motivation

Table 1 : Statistics of Travel Motivation of Respondents

Item	Type / Group	Frequency (N=381)	Percent (%)
Frequency visit Nature Interpretation Center	First Time	317	82.2
	Second Time	57	15
	Third Time	7	1.8
	others	0	0
Mode of transport to arrive to Nature Interpretation Center	Car	273	71.7
	Bus/ Couch Tour	17	4.5
	Motorcycle	81	21.3
Duration of time at Nature Interpretation Center	30 minutes and below	46	12.1
	31 – 60 minutes	247	64.8
	61 – 90 minutes	69	18.1
	91 minutes and above	19	5.0
The medium to find out the Nature Interpretation Center	Internet / Media	163	42.8
	Referred by others	103	27.0
	Tourist information	66	17.3
	Others	49	12.9
The reasons to visit the Nature Interpretation Center	Enquiry about play	160	42.0
	To improve the knowledge	203	53.3
	Under programmed required	18	4.7

(Source: Author, 2016)

Table 1 is shown the statistics of the travel motivation of respondents of Nature Interpretation Center, Putrajaya. This section is regarding analysis result from the travel motivation of the respondents. This part has been divided into five questions including how often their visit Nature Interpretation Center, mode of transport, duration of time, how they find the center and reason visiting Nature Interpretation Center. From the result, most of the respondents were the first-time visit NIC with 56.7 %. Due to that, most of the respondents known NIC cause of their come many times to do other recreation at Taman Wetland. Second time and third time is followed to other percent of the how often the respondents visit to NIC with 15.7% and 2.9%. For more than second and third time, the respondents is doing the research about the NIC and visitors that stay around Putrajaya. The population of percentage is conquered by private transport far from the others mode of transport with 71.1% and 21.3 % by car and motorcycle. Based on the result, this is because of that area are not covered by public transport. Other than that, is couch tour and bus that because of respondents came to NIC under tourist management, school and university trip.

The highest percentage for duration of time at Nature Interpretation Centre is 31 minutes – 60 minutes. Visitor not feel to spend much more time in this center because of the lack of attractive exhibition and tools and also unattraction space for the cafeteria. In addition, the lack of facilities such as waiting area and seating area did not support the carrying capacity of a visitor. The method of respondents finds out the center is show on table 4.5. the highest percentage is 42.8% that respondents find out by internet. The center also provides their own media social such Facebook for people easily find out the center. the internet is a huge variety of reasons, and it effects and facilities nearly every aspect of modern life. Next, the second highest percentage is referred by others that visitor known the center by referring to their friends or relative. The lowest is by others that majority of the reasons that visitor visit the center because of follow the schedule that arranged by tour guide or university or school trip.

To improve the knowledge is a highest percentage for the reasons visitors visit the center on 53.3 %. NIC is a center that encourage people that searching a new experience and increase knowledge about the nature. Second highest is enquiry about play that stated 42%. It is one of attraction NIC that provided

equipment to attract visitors especially children. As children, play is one of their growth stage that can encourage their mind to solve the problem and develop their skills.

4.3 To Analyze Visitor Satisfaction Towards Facilities Provided in Nature Interpretation Center, Putrajaya

In this section, researcher made a survey to visitors of the Nature Interpretation Center at Taman Wetland, Putrajaya. The elements of facilities are referring to the facilities that provided in the center. it is divided into eight elements such as entrance foyer, signage, exhibition area, children area, cafeteria, parking area, network access and facilities for people with disability.

4.3.1 Entrance Foyer

Table 2: Entrance Foyer facilities providing in Nature Interpretation Center, Putrajaya

Item	Mean	Standard Deviation
The facility is conveniently located	4.08	0.58
Welcoming and attraction to visit	4.14	0.82
The location of facility is communicating with others facilities	4.00	0.84
Information about the center is easy to find	3.75	0.81

(Source: Author, 2016)

The higher mean score recorded on welcoming and attraction facilities that provided in the center is stated 4.14. The nature Interpretation Center, Putrajaya provided the welcoming and attraction exhibition at the entrance foyer such as some sculpture hanging at the ceiling, the welcoming of staffs and children activities such as coloring the picture of animals. Table 2 is show the mean and standard deviation of entrance foyer facilities that provided in Nature Interpretation Center, Putrajaya.

4.3.2 Exhibition Area

Table 3: Exhibition Area facilities providing in Nature Interpretation Center, Putrajaya

Item	Mean	Standard Deviation
Equipment used is provide information to visitor:		
• Interactive display	4.05	0.73
• Models Display	3.90	0.76
• Posters and standees	3.76	0.82
• Media Display	3.98	0.79
Circulation of space towards facility is systematics	4.10	0.78

(Source: Author, 2016)

For the exhibition area, the higher mean is 4.10 which is circulation of space towards facility is systematic. According to Randall, 2007 stated that people related access to the proximity of spaces that accommodate the tasks they need to execute and access to others. The statement is support by result because the circulation of space towards facilities is not crowded and safety and visitors satisfied with the facilities provided. Meanwhile the lowest means is 3.76 which is poster and standees provided that consists as one of exhibition equipment in the center. The poster and standees that provided is not attract

visitors to continuing their reading because of the text size is small. It is contrast with statement from Vietnam Tourism Information Center Guide stated that the posters and standees could be large, easy to read the information and focus on key attractions of the area. Table 3 is show the mean and standard deviation of facilities at exhibition area that provided in Nature Interpretation Center, Putrajaya.

4.3.3 Children Area

Table 4: Children area facilities providing in Nature Interpretation Center, Putrajaya

Item	Mean	Standard Deviation
The facility is offering a learning environment	3.42	0.85
Develop interest and experience to children	3.85	0.85
The facility interprets children about the information in the center	3.83	0.83

(Source: Author, 2016)

According to Lester and Maudsley (2007), stated that the growing of body is need from outdoor experiences such as unstructured play in nature elements, aid in cognitive, physical, social starting from early childhood years. It is support with the result that highest means stated 3.85 that the center is provided the facilities for children that they can develop the interest and experience. It is because of the center provide audio and video movement that can attract children to play. However, the lowest means is 3.42 that is facilities are offering a learning environment. The facilities not prepared the elements and tools to children learn about the natures. Table 4 is show the mean and standard deviation of facilities at children area that provided in Nature Interpretation Center, Putrajaya.

4.3.4 Network Access

Table 5: Network Access facilities providing in Nature Interpretation Center, Putrajaya

Item	Mean	Standard Deviation
The facility contribute visitor connect and access the information	2.31	0.85
Easy to access the network	3.40	0.77

(Source: Author, 2016)

The Nature Interpretation Center, Putrajaya is providing the free internet access to visitors by access username (pjjguest). The visitors can access for 1 hour with free access. The network is easy to access and visitors can use it without any obstruction. It is support the result that highest mean for network access is easy to access the network with 3.40. otherwise, the other one mean is 2.31 that facility contribute visitor connect and access the information by using computer that provided. The computer that provided at children area is unable to access the network and it make visitor feel unsatisfied with the facilities. Table 5 is show the mean and standard deviation of network facilities that provided in Nature Interpretation Center, Putrajaya.

4.3.5 Cafeteria

Table 6: Cafeteria facilities providing in Nature Interpretation Center, Putrajaya

Item	Mean	Standard Deviation
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Space of cafeteria is attracting place	3.29	0.96
Feel free to extend the duration of visit	3.27	1.07
The design of cafeteria is describing the center	3.38	1.02
The cafeteria is exhibit specific variations of theme in center	3.35	1.03

(Source: Author, 2016)

The highest mean for cafeteria section is design of cafeteria which is 3.38. the visitors feel satisfied and strongly satisfied with the design that setting up at the cafeteria design. In additional, the design setting up at the cafeteria make visitors feel the theme of the center. It is support with statement from Tuan (1997) stated that interpretation center is a venue that people not to come every day but good cafe space can be considering as a major 'pause' reflective places and give a meaningful significant during a visit. Whereas, the lowest means is visitors feels free to extend the duration of visit with 3.27. it is because, the cafeteria is not providing and preparing foods and beverages for visitors. It makes visitors feel unsatisfied with the facilities provided in the cafeteria. Table 6 is show the mean and standard deviation of facilities at cafeteria that provided in Nature Interpretation Center, Putrajaya.

4.3.6 Parking Area

Table 7: Parking Area facilities providing in Nature Interpretation Center, Putrajaya

Item	Mean	Standard Deviation
The parking area is adequate parking	2.98	1.14
Parking area is sufficiently providing to visitor	2.96	1.13
provide parking for disability visitor	3.47	0.77

(Source: Author, 2016)

The highest means for parking area that the center provided is for people with disability parking space with 3.47. The facilities located nearest to entrance of the center and that make people with disability feel easy to enter the center. meanwhile the lowest means is parking area is sufficiently providing to visitor with 2.96. it is happened because visitors feel unsatisfied with parking space that provide around of the center. the location of the parking area also far from the center. Table 7 is show the mean and standard deviation of parking area that provided in Nature Interpretation Center, Putrajaya.

4.3.7 Signage

Table 8: Signage facilities providing in Nature Interpretation Center, Putrajaya

Item	Mean	Standard Deviation
Signage is easy to locate	3.34	0.91
Signage give the direction to visitor about the information and exhibition area	3.45	0.91
Visitor encourage visitor to explore and discover the center	3.45	0.95

(Source: Author, 2016)

Signage is one of facilities that provided in the Nature Interpretation Center, Putrajaya. The highest means for signage is give a good direction to visitor about the information and exhibition area and rooms with 3.45. It is can be supported with Mascardo (1998) statement that claimed the information signs that informs to visitors about the building and areas is one of the method to visitor possibilities will enjoy or not with the exhibition providing. Although, the lowest means for signage is about the signage is easy to locate with 3.34. The respondents claimed that the center provide a good signage but difficult to locate the

location of the signage. It is make visitors feel confuse about the location of exhibition area. Table 8 is show the mean and standard deviation of signage that provided in Nature Interpretation Center, Putrajaya.

4.3.8 People with Disability Facilities

Table 9: People with Disability facilities providing in Nature Interpretation Center, Putrajaya

Item	Mean	Standard Deviation
The center provides the facilities for disability visitor	3.75	0.75
Disability visitor able to enjoy and explore the exhibition areas without obstruction	3.74	0.73

(Source: Author, 2016)

Based on York (2015) stated that interpretation center that providing the facilities to people with disability will making all visitors can feels the meaningful experience. It is supported with the result that respondents feel satisfied with the facilities that providing to people disability easy to the center and exhibition areas with highest means, 3.75. meanwhile, the other one is enjoyable the exhibition area without any obstruction with 3.73. The center also provide elevator for people with disability explore to another level of exhibition area. People with disability feel satisfied with the location of exhibition area and interior design of the center. they feel free to explore the center without any obstruction. Table 9 is show the mean and standard deviation of people with disability facilities that provided in Nature Interpretation Center, Putrajaya.

5. Conclusion

Facilities in Nature Interpretation Center is according to the suitability of an area and also the activity which is often done by visitors to meet their satisfaction demand. The respondents define facilities provided based on their experience while visit the center. The level of satisfaction towards facilities is different depending on their needed. The research contribution for this study is the researcher gain more information and understanding regarding facilities that need to provide in Nature Interpretation Center by literature review and visitors recommendation. The facilities that required can increase the level of visitors' satisfaction for other nature interpretation center. For management sides, they can improve their facilities and management to achieve visitors' satisfaction. In practical sides, the parties involve in design stage for build nature interpretation center will be more alert regarding facilities that required for nature interpretation center. It can attract more visitors to visit nature interpretation center and achieve their level satisfaction. Therefore, this study is important to understand the facility demand of the visitors in order to maximize the use of the nature interpretation center.

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