

Interpretation system at National Park of China



Zhenpeng Li

**Administrative Office of National Park
Department of Housing and Urban-Rural
Development, P. R. China**



Content

- 1. General Introduction about National Parks of China**
- 2. Concepts of Interpretation and Interpretation System (IS)**
- 3. Necessities for IS establishment**
- 4. IS establishment methods**
- 5. Introduce about IS at NP of China**



1. General Introduction about National Parks of China



(1) Establishment and Plan

- **Time:** Central Government established Scenic and Historic Areas system in 1982.
- **Grade:** National, Provincial
- According to classification of IUCN, **National Scenic and historic Areas is corresponding to National Park.**
- We also **call National Scenic and historic Areas as National Parks of China.**





- **Approval:** Central Government (National Park),
Provincial Government(Provincial Park)
- **Plan:** **Master Plan** of NP, approved by Central government
Detailed Plan of NP, approved by Ministry of
Housing and Urban-Rural Development (MOHURD).



- MOHURD establish administrative office of National Park (NPO) who is responsible for protection, plan and management of National Parks.
- **NPO** of China has **signed a memorandum** about national parks conservation with **NPS of America** since 1998. two sides carried out a number of cooperation, for instance training, sister parks, personnel exchange, etc.



(2) General Situation

- Up to now, There are 225 National Parks and 737 Provincial Parks. Both of park area is 193.7 thousand kilometers, account for 2% of our country land area。
- Our 45 World Heritage sites include 33 National Parks、8 Provincial Parks.





(3) Functions

- ① Protecting natural and cultural heritages, beautiful natural landscape ,biodiversity.
- ❑ Most of National Parks(78.7 thousand kilometers) are priority area of biodiversity protection. 7 National Parks are listed in the MAB Network。



- ② Carrying out scientific research and education, prompt social development.
- National Parks of China are entitled museum of natural and cultural history by ex- premier Wen Jiabao.
 - So they are good carriers of public environmental education.



③ Servicing tour development.

- ❑ National Parks are the basic carrier of tour development. According to statistics, our National Parks have 600 million visitors totally in 2012.



④ Yielding economic benefit.

- 225 NPs provide 447 thousand job opportunities ,which include 189 thousand local residents, and create economic value of 125 billion RMB indirectly.

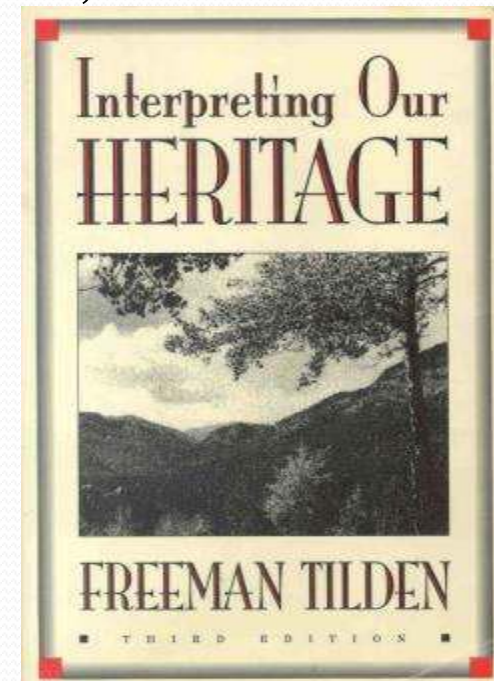




2. Concept of Interpretation and IS

(1) Definition

- **Tilden(1967):** Interpretation, is an education activity。
- **Brown(1971):** Environmental Interpretation, is a syntheses of environmental knowledge, consciousness ,communication means and facilities.
- **Interpretation Canada(1976):** Interpretation, is a communication process.

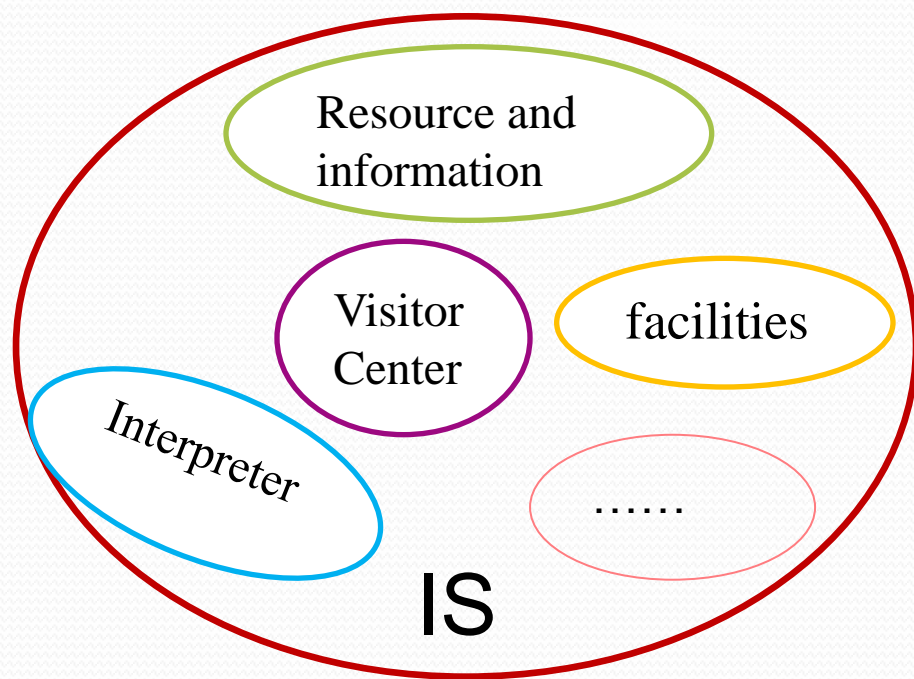
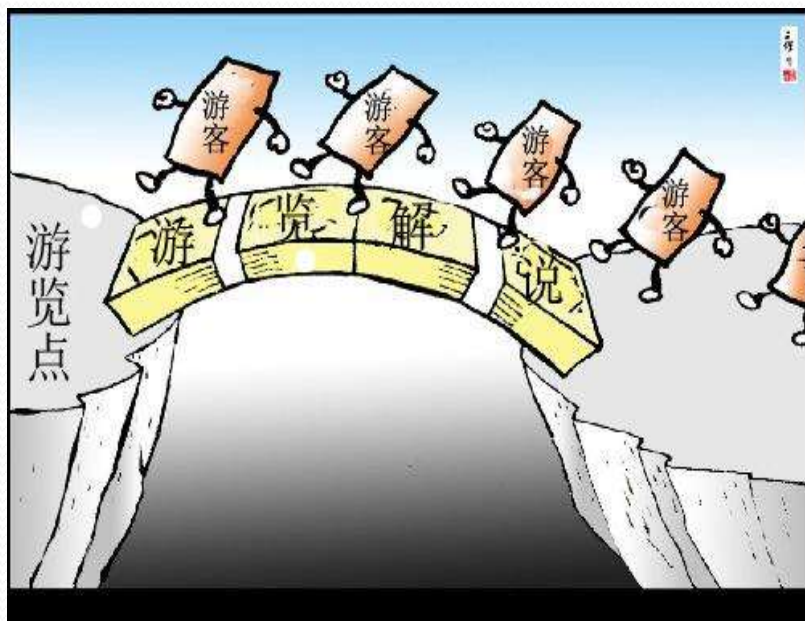


- **Wu Zhonghong (Scholar of Taiwan, 1997):** Interpretation, is a kind of service for information communication.
- **Wang Min (Scholar of Mainland , 2005):** Environmental Interpretation, is a kind of education form and communication process, which merge education, management and information communication.



(2) Definition contrast

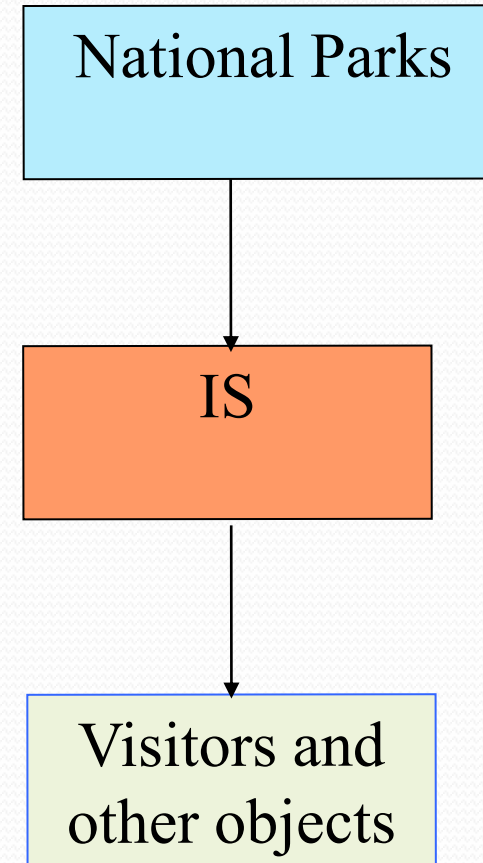
- **Interpretation:** focus on communication between persons.
- **Interpretation system:** include interpreters, facilities, resources, information and their interactive relationship.





(3) Connotation of IS

✓ **tour service element**, include interpreters, signs, videos, handbooks, visitor center, etc. it is relate with knowledge spread, information communication and public service.

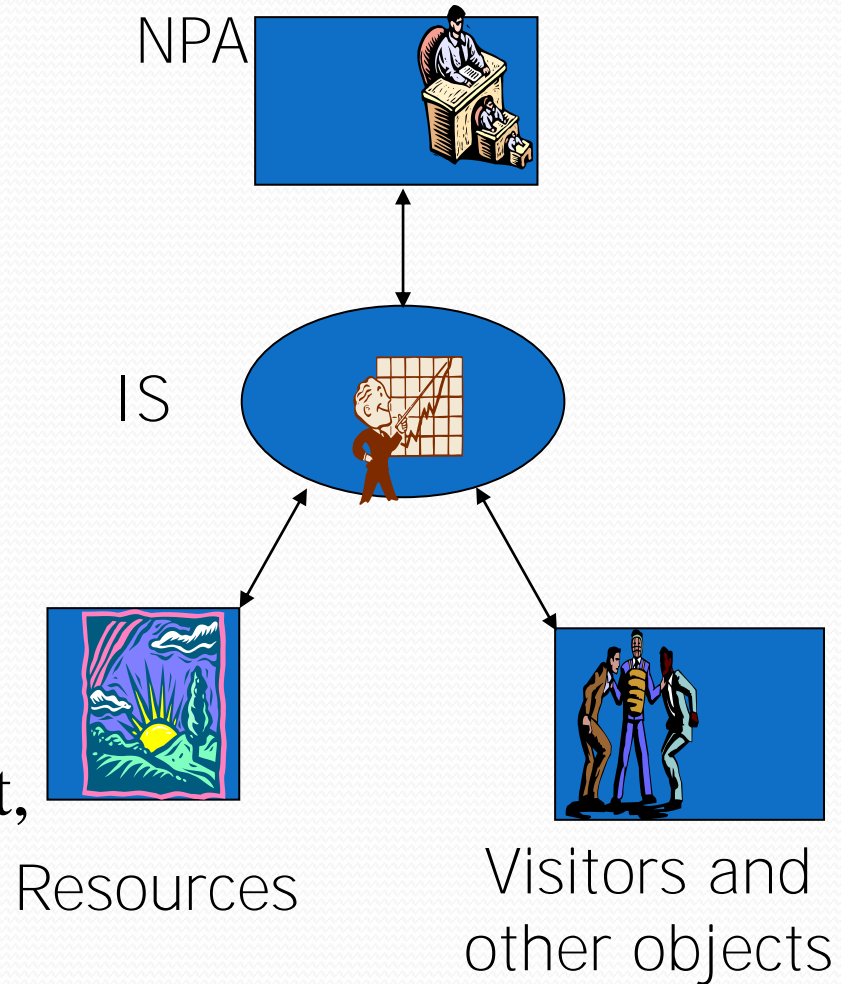


✓ **an means of communication**

of among resources, visitors, managers, public and local community, is also the important assistant means of national park management and protection;

✓ **conclusion about functions:**

public service, environmental education , resources management, and communication tools.

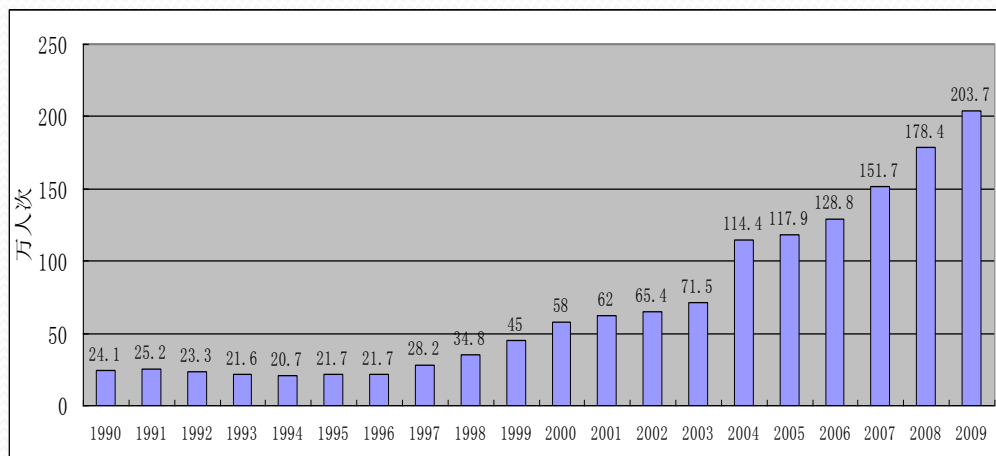




3. Necessities for IS establishment

(1) Demands of Social Development

- ◆ \$6100, Per GDP of China in 2012.
- ◆ According to research, When Per GDP is over 6000\$, it means that this country is being leisure era, the public demand for tour will increase tremendously.



(2) Tourist Demands

- **Demand 1:** tourists multiplied to National Parks. Rapid increase in pursuit of natural ecology, spiritual and cultural needs.
- **Demand 2:** Public demands for tour has changed gradually from simple leisure to experience, knowledge and edification.



(3) Demands of NP Agency

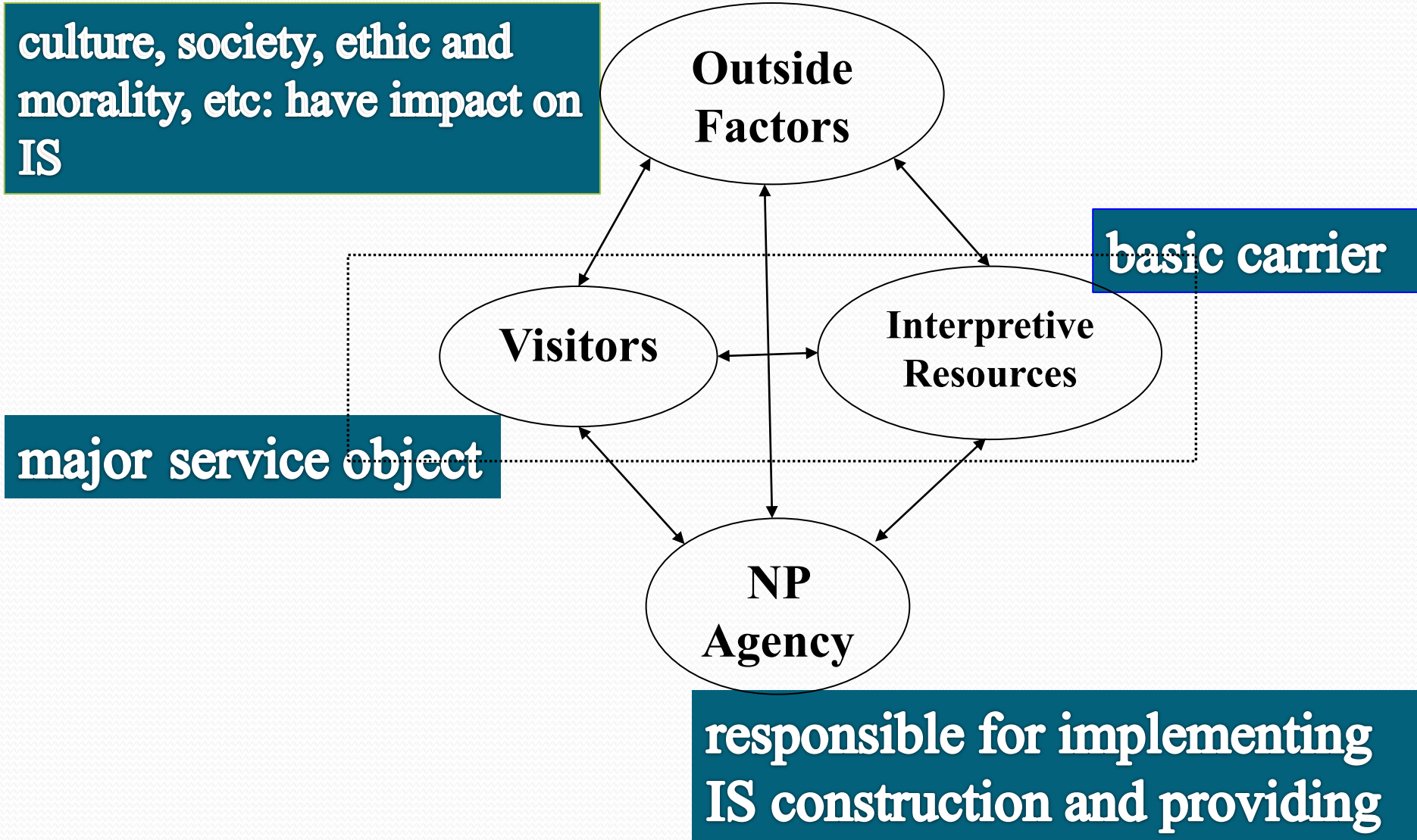
- ◆ **NPA responsibility requirements:** improve tourist service and experience;
- ◆ **Service NP's mission:** share our heritage, spread popular science, environmental education, cultural education and ecological civilization
- ◆ A very helpful tool for tourist service, resource protection, communication media between national park with visitors





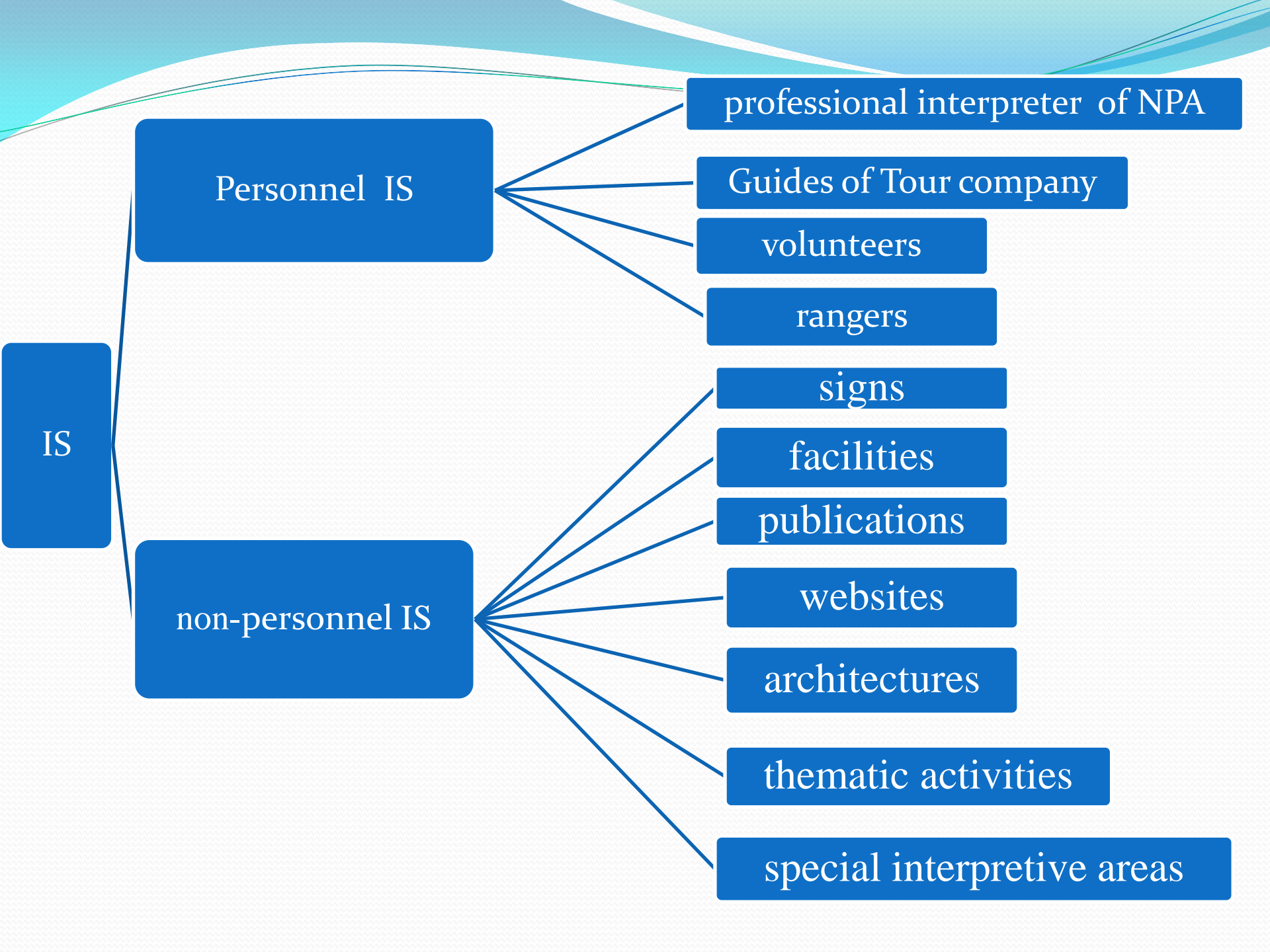
4、 IS establishment methods

(1) IS Model



(2) IS Composition

◆ **According to attribute difference,** IS includes
2 types.



IS

Personnel IS

professional interpreter of NPA

Guides of Tour company

volunteers

rangers

signs

facilities

publications

websites

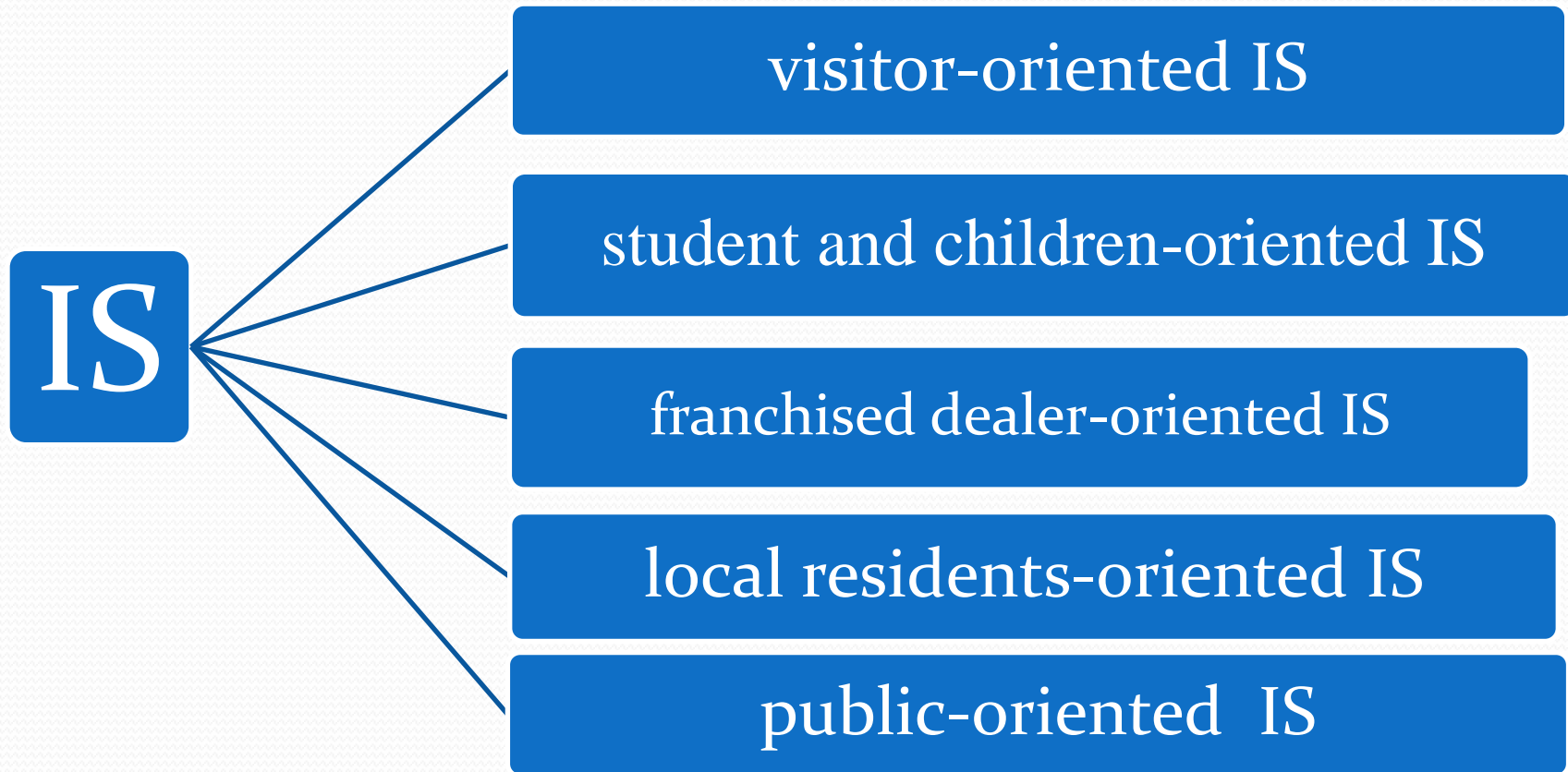
architectures

thematic activities

special interpretive areas

non-personnel IS

◆ **According to service object,** IS has 5 types of service objects





(3) Interpretive Themes

- **About natural heritages:** its subthemes include geology, physiognomy, river, sea, lake, forest, wildlife, fossil, chronometer and weather;
- **About cultural heritages:** its subthemes include relic, monument, historic site, garden, architecture, engineering and theirs environment and customs.



(4) Establishment methods

1. **“Point” construction unit:** scenery point, visitor center, entrance, etc;
2. **“Line” construction unit:** thematic visiting trail, excursion route, road;
3. **“Patch” construction unit:** sight-seeing section、 separated region、 Park area;
4. **“Network” construction unit:** intersect of point and line, line and line;
5. **“System” construction unit:** coordination of NP and its outside areas ,line and point。

Point unit map



Line unit map



Patch unit map



(5)Pattern of IS Planning

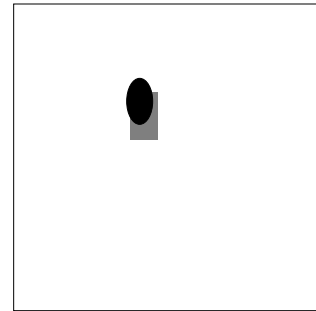
- **Two types**

- **Single Pattern**

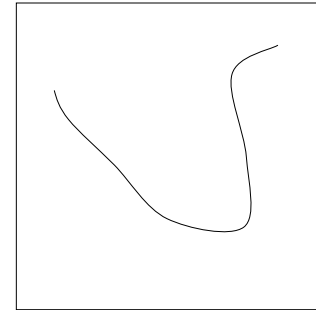
- **Assembled Pattern**

Single Pattern Map

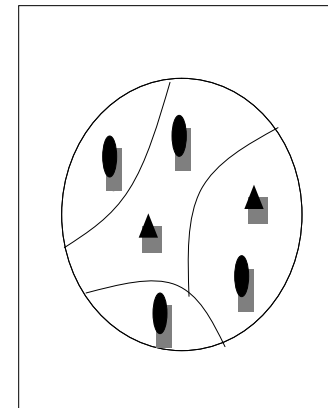
Point Pattern



Line Pattern

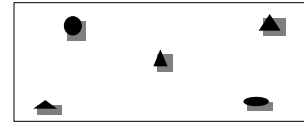


Patch Pattern

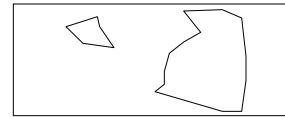


Assembled Pattern Map

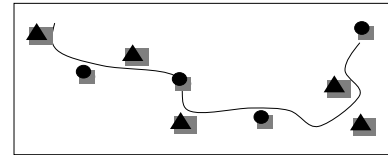
Scattered Point Pattern



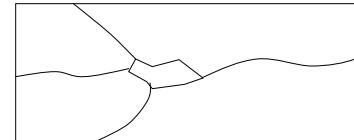
Star-Moon Pattern



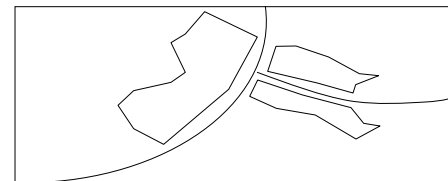
Beaded Pattern



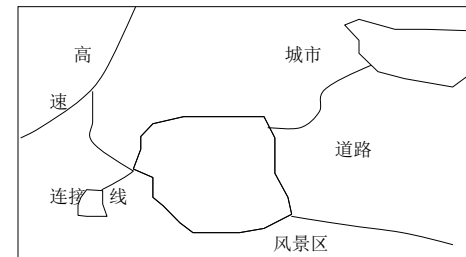
Radial Pattern



Multi-Patch Pattern



**Internal and External
Coordination Pattern**





5. Introduce about IS at NP of China



(1) Regulations and Codes

1. Code of National Park Planning (Published by MOHURD)

- the Code demand that master plan of NP must include the content of interpretive facilities. Master plan should put forward the guide for signs, logo, interpretive media and facilities, visitors center ,etc.

2. Standards for National park Logo and Signs (MOHURD)

- provide a standard for how to plan and design the logo and signs for national parks.





3. Standards for interpretation system at National Park of China (MOHURD)

- provide a standard for how to establish IS at NP which include interpretation information, facilities, appraisal and plan.

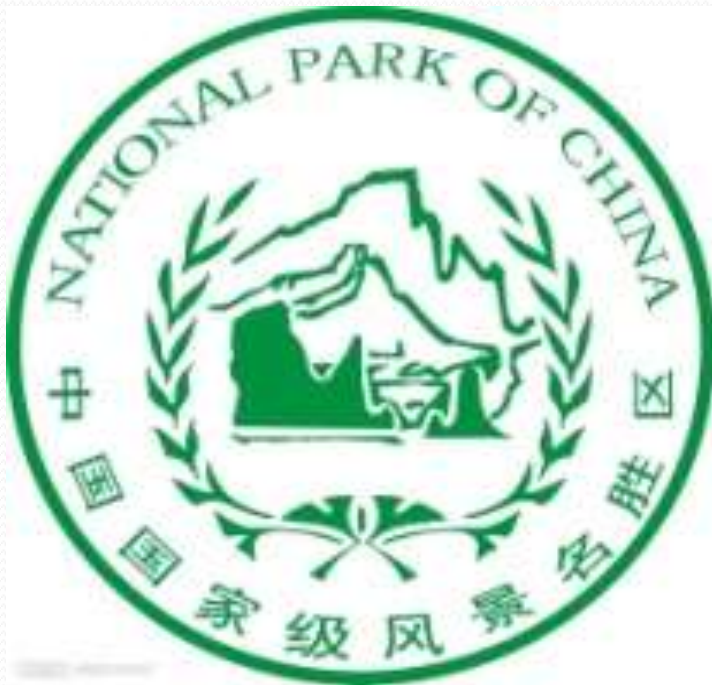
4. Regulation on Scenic and Historic Areas(State Council).

- The Regulation set a series of provisions of interpretation facilities, which have universal binding force on interpretation facilities construction.



(2) Case study

China NP Logo



Signs



Interpreters of NP, Guides of tour company, etc



Visitor Center and Museum

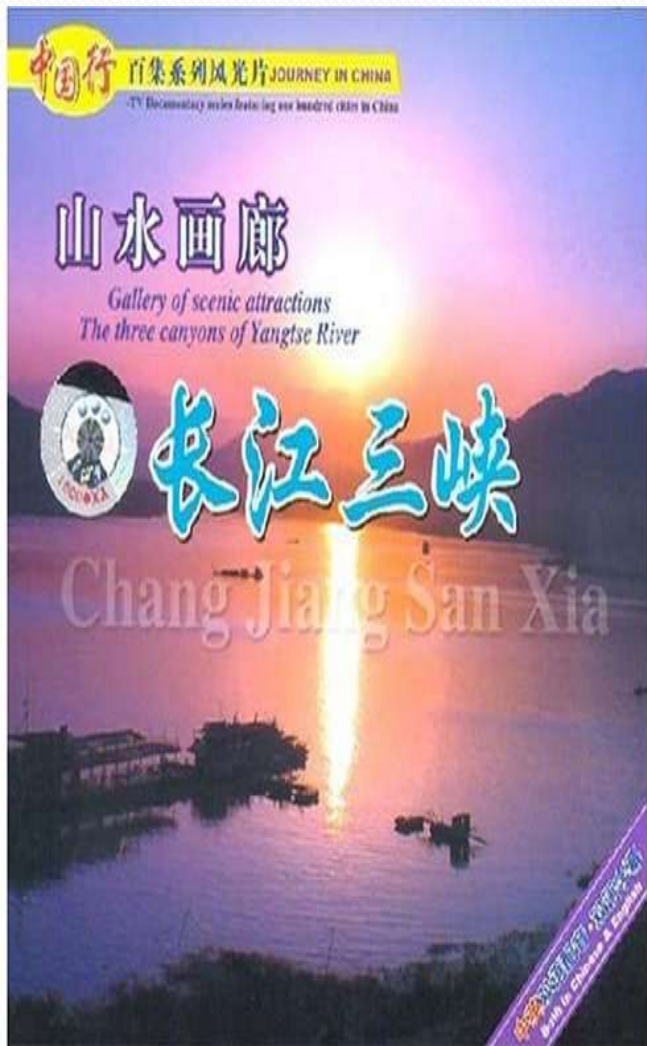


Interpretive handbooks and publications





Electronic media (DVD, E-magazine)





Website



Electronic interpreters



Multimedia Exhibition System



Interpretive items



Fixed-time interpretation for free



Junior interpreter



visitors thematic report



Thematic interpretation week



Interpretation by performance



Students interpretation class

Welcome to National Park of China!

Thank You !