

## Chapter 7

# Interpreting the Byway

[Interpretation is] *an educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information.*

Freeman Tilden, *Interpreting Our Heritage*, 1957

Interpretation addresses how the byway story gets told to visitors. An effective interpretation program should support the broader goals of byway promotion, preservation, and management. While the marketing program entices visitors to come explore and learn about the byway region, an effective byway interpretation program can encourage visitors to stay longer and return for multiple visits by telling the byway story in an interesting, concise, relevant and memorable way. Interpretation also supports the preservation and protection of the Byway's intrinsic qualities by making emotional and intellectual connections with visitors and creating richer meanings for them. Interpretation can also be a tool to raise local awareness, support local economies, and encourage regional collaboration.

This chapter describes the methods that are already in place to help interpret the significant resources of the Byway for visitors. It evaluates how existing interpretation supports the visitor experience and identifies additional interpretive methods that can help expand on the byway story. This chapter is intended to lay the groundwork for a more detailed and expansive interpretive plan and program for the Byway. For this reason, it provides a snapshot of some of the types of interpretation present along the Byway by taking a "Closer Look" at a few of the Byway's more than fifty-five visitor sites.

### Telling the Byway Story

Fundamental to any successful interpretive program is the story that is being told. One of the outcomes of the Corridor Management Planning process is defining a central story of the Byway, which is included in Chapter 2. The key themes of the byway story will define the visitor experience, will be reinforced at individual interpretive sites, and will guide all types of interpretation from special programs to written media. The key interpretive themes of the byway story are drawn from the primary intrinsic qualities represented along the Byway and are also the themes that give the region its national distinction (as identified in the *Essex National Heritage Area Plan*, 1999).

#### HISTORICAL THEME

The history of the byway region is characterized by the evolution of human settlement patterns as well as how people have made a living off the resources of the land and sea and later through innovation and industry.

##### **Sub-theme: Founding and Early Settlement**

The period of the 1600s to 1700s is reflected in both historic architecture and site markers as well as the cultural landscapes that show evidence of how human's have shaped the land -- First Period Architecture, town commons and village greens, farmland, clam flats, and salt marsh ditches.

##### **Sub-theme: International Maritime Trade**

The international maritime trade of the 18<sup>th</sup> century is represented in surviving historic buildings and sites such as custom houses, wharves and piers, lighthouses, and historic sea captain and merchant residences as well as in exhibits and collections of artifacts, and replicas of sailing vessels.

##### **Sub-theme: Manufacturing and Industry**

Traces of the Industrial Revolution are apparent in renovated mill buildings and workers' housing and at former granite quarries.

### **Sub-theme: Summer and Art Communities**

The popularity of the North Shore for wealthy vacationers and artists in the 19th and 20th centuries led to the construction of Grand Estates and a concentration of artists' communities.

## **NATURAL THEME**

The byway corridor is located at the interface of land and sea. This quality provides an abundance of natural resources and distinctive landscapes that are the physical context for the Essex Coastal Scenic Byway. The historical themes draw from the evolution of human interaction with the natural world; much of the in-tact natural resource areas show evidence of human activity – drainage ditches cut through the marsh, stonewalls and fences in forests and along open fields, former quarry pits and abandoned settlements in the uplands. Even with the evidence of human disturbance, natural elements are still defining features of the landscape and attract a variety of visitors interested in both observing as well as interacting with nature.

### **Sub-Theme: Water**

The rocky coastlines and ocean beaches are the points where visitors encounter the broad expanse of the Atlantic Ocean. Transitional zones -- the areas between the open ocean and the inland -- represent the most extensive collection of natural areas along the Byway, including the Great Marsh, estuaries, and tidal flats. Rivers and streams wind their way from the inland areas to the sea, flowing through the different landscapes of the byway corridor.

### **Sub-Theme: Forests**

The re-forested lands along the Byway tell a story of human settlement, as well. The stone walls, aging apple trees, quarry pits, and granite blocks can be found in many forested areas that were once farms and quarries. These areas tell the story of the transition of the region from forest to open fields and then gradually back to forest.

### **Sub-Theme: Wildlife**

The diverse natural landscapes of the byway region support a variety of wildlife. Two primary groups are particularly attractive to visitors – marine life and birds. Natural areas along the Byway have been designated as Important Bird Areas (IBA) – providing essential habitat to one or more species of breeding, wintering, and/or migrating birds – and birding is a popular activity throughout the byway corridor. For those interested in seeing different species of saltwater and anadromous (migratory) fish, they can visit the rivers, estuaries, and bays along the Byway. Whale watching off the coast of Cape Ann is also a popular visitor activity.

## **Existing Interpretation**

Many of the visitor destinations and stops along the Byway provide interpretive exhibits and materials about the key historic and natural themes of the byway region. A table in the Appendix lists existing interpretive sites along the Byway and includes a brief description of the types of interpretive methods used.

## **ELEMENTS OF EXISTING INTERPRETATION**

### **Tours and Events**

#### *Walking Tours*

A number of communities and visitor sites provide self-guided walking tour guides that visitors can pick up at different public locations or download from the internet. These guides provide detailed directions and information about various sites accessed along the way. Generally, these guides follow a historical or other specialized theme (such as artists' studios or architecture or art trails) and most are located in downtowns or town centers where sites are in easy walking distance. Self-guided tours are also available at some of the outdoor recreation visitor areas, such as Halibut Point State Park, highlighting archeological sites or natural features. The Town of Ipswich, the Marblehead Chamber of Commerce, and the Salem Maritime National Historic Site are among the entities each providing audio tours for visitors to use alone and/or as a companion to printed guides.

### *Home and Garden Tours*

Some byway communities offer home and garden tours. Usually annual or periodic events, these tours provide an opportunity for visitors to visit private homes and gardens on a prescribed itinerary within the community. Around the region, certain various historic properties are open seasonally as part of a coordinated regional cultural tourism program called **17th Century Saturdays**, which promotes visitation to a number the area's First Period houses (1625-1725).

### *Guided Water Tours*

A number of private companies offer guided boat and kayak tours of the Byway's waterways. These include both regularly scheduled group tours as well as specialized itineraries for individual boaters. Some examples include the Schooner Thomas E. Lannon, Essex River Basin Adventures, and Plum Island Eco-Tours.

### *Festivals and Special Events*

A variety of events and festivals in the byway communities attract new visitors and highlight the area's historic and natural resources. These also provide an opportunity for residents to participate in fun activities that help them understand the resources within their communities. Two examples are highlighted below:

The Essex National Heritage Commission sponsors the annual **Trails & Sails** event during which thousands of residents and visitors explore more than 100 sites over the last two weekends in September free of charge. The event includes a variety of historic, natural, and cultural sites and activities, including walking tours, water-based boat tours, wildlife viewing, and guided walks at publicly accessible properties. Essex Heritage produces printed guides, an on-line catalog of events that can also be used on mobile phones and to create customized itineraries for each participant.



The **Merrimack River Eagle Festival** is an annual winter event sponsored by Mass Audubon's Joppa Flats Education Center and the Parker River National Wildlife Refuge. The festival attracts about two thousand visitors and features guided bus tours, on-site interpreters at eagle spotting locations, live eagle demonstrations, and children's nature activities and stage performances. The **Cape Ann Birding Weekend** caters to all ages and skill levels with expert guides and tours of Cape Ann's birding hot spots, including a sea trip on the Seven Seas Whale Watch boat.

### **Living History and Reenactments**

Located in Salem's Forest River Park, just off the Byway, Pioneer Village was built in 1930 to mark the Tercentennial of the official founding of the Massachusetts Bay Colony in 1630. The village is a recreation of an early 17<sup>th</sup>-century colonial village and contains examples of colonial architecture of that time, culinary and medicinal gardens, and a blacksmith shop. Managed by Gordon College, the site is open to the public from June to October and offers self-guided and scheduled tours. Performances of *History Alive!* are staged by the college at the Village, which is also available for rent for re-enactments or period-themed events.

Other sites along the Byway are used by historical re-enactment groups for Revolutionary War encampments, demonstrations of salt marsh haying, or even vintage baseball.

### **Multi-Media**

Sites throughout the region incorporate a variety of media to communicate their story. These include educational videos, websites and printed publications. Some examples are described below.

The documentary film, *Where Past is Present*, focusing on the history of Essex County is shown at the **National Park Service Regional Visitor Center** in Salem. The websites for **Historic New England** and the **Peabody Essex Museum** in Salem provide online virtual tours of their exhibits as well as basic visitor information. The **Parker River National Wildlife Refuge Visitor Center** in Newburyport as well as **The Trustees of Reservations** provide printed maps of their properties. Other locations, such as the state-owned **Halibut Point State Park**, provide interpretive trail guides that describe features at sites along the trail.

### Interpretive Signage

Interpretive signs and panels provide information to byway travelers through written text and graphic images that include photographs, illustrations, maps and charts. Interpretive signs may provide both general information as well as site-specific information. A variety of interpretive signs are used throughout the byway corridor at different locations.

Local advisory group members suggested providing signage for ‘missing sites’: meaningful places that once existed but are no longer there. For example, *“on this site the New Ocean House (Swampscott) built in 1884 was one of the grand spas of the New England coast and remained so until the middle of the twentieth century.”*



Kiosk at Ravenswood Park, Gloucester



Interpretive panels at the Salem Maritime National Historic Site and at Parker River National Wildlife Refuge WR Visitor Center in Newburyport

### Education Materials

#### *Using Essex History and LINC*s

A few byway communities have developed educational resources and enrichment programs that incorporate Essex County heritage into educational curriculums, which can serve as models for other communities. As an example, the Beverly Public School System has formed a county-wide consortium that partners with the Essex National Heritage Commission, the National Archives and Records Administration—Northeast Region, and Salem State University. This project is intended to help improve the quality of American History instruction in Essex County’s schools by introducing teachers to local primary source material that can be utilized to make their lessons more relevant and exciting. Essex “LINC”s (Local History in a National Context) focuses on elementary school teachers, while “Using Essex History” is for middle and high school teachers. Key components of the programs include field resources (sites), lesson plans for use in the classroom, and identification of primary resources. There is an opportunity to expand these “place-based” educational programs to other communities along the Byway.

Local advisory group members also suggested that byway interpretation could build on work currently undertaken by environmental organizations such as Salem Sound Coastwatch and affinity groups such as the Great Marsh Coalition to expand learning about environmental history and the consequences of environmental changes.

## Recommendations for Byway Interpretation

### INTERPRETATION ESSENTIALS

A strong interpretive program for the Byway will help people to build associations between a tangible resource (what they can see and hold) and intangibles (an idea or feeling). Sam Ham, author of *Environmental Interpretation*, distills the essentials of interpretation into four components. These should be used to guide the development of the Byway's interpretive program.<sup>54</sup>

1. Pleasure. People in informal settings like driving a highway, are not there to be educated. They don't feel any obligation to stop and read anything.
2. Relevance. It has to be both personable and meaningful to make an emotional and intellectual connection.
3. Organization. It has been organized in a fashion that people can engage it. In the case of signage, the theme has to be in the title because that may be all a visitor reads.
4. Thematic. Interpretation has to be thematic to have lasting power.

### DEFINE THE AUDIENCE

The diversity of sites and resources along the Byway has the potential to appeal to a broad audience. Many of the organizations that manage sites along the Byway may have already identified a target audience or may have a sense of their existing visitor base. However, it will be important moving forward to determine some general demographics of the target visitor audience for the Byway in order to design an effective interpretive program. It may be that the target audience has a number of sub-categories based on different sub-themes of the byway story.

The audience can be identified through visitor surveys to determine where people are from, their age and background, and why people are coming. Staff at various sites can also keep track of the types of questions visitors ask and other inquiries they field related to the resources at the site. It would also be helpful to hire an outside source, offer a project to a higher education tourism class or assign an in-house team every few years to analyze visitation trends and corresponding implications for interpretation.

The other part of knowing the audience is gauging the effectiveness of the interpretive programs for that audience. An interpretive program should include regular evaluation of visitor perceptions of resources and programming through informal discussions with visitors, observations of site staff, and visitor surveys.

### COMPLETE VISITOR SITE INVENTORY

Continuing the momentum of the Corridor Management Plan (CMP) inventory of visitor sites, the byway program will benefit by updating existing inventories to add key interpretive sites, including visitor centers, museums, and places with interpretive panels, programs, or events. Existing inventories include the Salem Plan, the Essex Heritage Plan, the Heritage Landscape Inventory, and the work done for the CMP. The CMP has created a GIS-based database that could be updated with information on themes represented, owner/manager of the site and so on.

### ESTABLISH GATEWAY INTERPRETIVE CENTERS

Byway gateway locations have high visibility and can be readily accessed from the primary access points to the Byway (see Chapter 4). When a scenic byway route is linear and does not intersect with other major routes, its two endpoints provide logical locations for gateway areas. However, the Essex Coastal Scenic Byway is more complex; instead of two clearly defined starting points, there are multiple access points to the Byway. Nevertheless, there are a few principal points of entry to the Byway based on prevailing travel patterns and can be classified as the primary gateways – Lynn, Gloucester, and Newburyport. Within each of these communities there are existing visitor sites whose location and facilities have the potential to serve as a kicking off point for byway travelers.

Gateway visitor sites can serve as regional interpretive centers for the Byway, providing key visitor information about the entire byway region and giving byway travelers a point of departure or arrival. In addition to the Essex National Heritage

<sup>54</sup> Ham, Sam H. (1992). *Environmental Interpretation A Practical Guide for People with Big Ideas and Small Budgets*. Golden, Colorado, USA: Fulcrum/North American Press.

Visitor Centers, which can serve as primary byway information centers along the route, efforts can be focused on existing visitor sites located at or near byway gateway areas. While each site has its own intrinsic historical or natural significance, the byway interpretive program can determine how existing exhibits at each site can be augmented to provide visitors with information about the Byway, including the byway story and themes as well as where to find additional interpretive sites along the route. Visitor sites in each of the gateway communities include Lynn Museum and Lynn Heritage State Park, Custom House Maritime Museum or Parker River National Wildlife Refuge Visitor Center and Joppa Flats Education Center, Gloucester Maritime Heritage Center and Harbor Loop or Stage Fort Park (already an Essex Heritage Visitor Center).

## Lynn

### *Lynn Museum and Lynn Heritage State Park*



Lynn Museum and Lynn Heritage State Park

Together, the Lynn Heritage Visitor Center and the Lynn Museum (already an Essex Heritage Visitor Center) promote the cultural heritage of Lynn through exhibits at the museum as well as through outreach and programs. Nearby, the Lynn Heritage State Park provides a stopping point along the Byway and an opportunity to reinforce the Byway's coastal connection.

The Lynn Museum's exhibits currently focus on the innovation and shoe-making industry of Lynn, however this site has the potential to be a regional interpretive center for the Byway. The Museum has recently started planning and fundraising for upgrading and modernizing. A new director / curator was hired in April 2010, and is working hoping to add new exhibits, programs, and events to make the location more interactive and more relevant to multiple generations. The Museum is located a short walk from the Lynn MBTA commuter rail station.

Lynn Heritage State Park, located less than ½ mile from the Museum and Visitor Center, has parking, a grassy open space and trees, and walking path to a boardwalk and gazebo on the waterfront. The boardwalk continues along the waterfront, passing along the commercial buildings abutting the park, and features a mosaic mural of Lynn's history. While the location currently does not attract a significant visitor base, the public beaches and two-mile promenade at nearby Lynn Shore Reservation annually attract hundreds of thousands of regional visitors, who could become a future audience that would benefit from learning about the region through byway-related displays and interpretive associations at the State Park.

## Newburyport

### *Custom House Maritime Museum*

The Custom House Maritime Museum provides history of shipping industry. The Museum is located just off Market Square and next to the Waterfront Park in downtown Newburyport and is one of the Essex National Heritage Area Visitor Centers. The Museum maintains original artifacts from the prosperous trade era, and exhibits highlight Newburyport's connection to the sea and rich maritime heritage.

*Parker River National Wildlife Refuge Visitor Center and Joppa Flats Education Center*



**Parker River National Wildlife Refuge Visitor Center and Joppa Flats Education Center**

The Joppa Flats Education Center operated by Mass Audubon and the Parker River National Wildlife Refuge Visitor Center operated by the U.S. Fish and Wildlife Service are located near at the junction of the Plum Island Turnpike and Ocean Avenue in Newburyport. Together these facilities provide an introduction to the natural resources and wildlife of the region.

The Parker River NWR Visitor Center serves as the visitor base for the refuge, offering a variety of educational programs. These events include bird walks, toddler programs, hikes, tide-pooling, and summer camps. The interactive exhibits feature information about such regionally relevant topics as piping plover recovery, invasive plant species, migratory birds (including an indoor bird observation area), and salt marshes. The Visitor Center has an auditorium that shows an introductory video about the refuge and other special features. The Center also houses a gift shop and a set of classrooms used for meetings and interpretive programs.

Joppa Flats offers birding programs that take visitors on tours of the surrounding natural areas including the nearby Parker River National Wildlife Refuge and the greater North Shore region. Overlooking the Merrimack River, the Center includes interpretive displays, a conference area, a guest service area, and second story observation areas.

**Gloucester**

*Stage Fort Park*

Heading south from Stacey Boulevard Park on Route 127, the byway passes the historic Stage Fort Park, which was the site of the City's first settlement in 1623. The small Welcoming Center is a designated Essex National Heritage Area Visitor Center, providing information to visitors about Gloucester as well as the entire area. The park, which includes a large parking area, consists of a large grassy field, gazebo, and playground and provides access to Cressey Beach. There are seasonal restrooms and a food vendor stand.

*Maritime Heritage Center and Harbor Loop*



**Gloucester Maritime Heritage Center and Gloucester Maritime Heritage Center**

The Gloucester Maritime Heritage Center promotes Gloucester's maritime heritage and the marine habitat of Cape Ann. Located on the City's Harbor Loop, the Gloucester Maritime Heritage Center includes a marine railway (originally constructed in 1849), a 19th-century mill building, and a former ice house (which is now a boat building workshop), and a small aquarium. The Center's three wharves are the home of several fishing vessels representing different periods in the fishing industry. The Center provides a mix of displays and interactive exhibits, live demonstrations of boat-building, and videos showing underwater footage of marine creatures. The Center also offers a variety of programs for school children.

Also located on Harbor Loop is the former home and studio of renowned 19th Century Luminist painter Fitz Henry (Hugh) Lane. The building's interior has been modified substantially from its original design and contains restrooms on the first floor and City offices on the second floor. The grounds around the granite home command a view of Gloucester Harbor.

Down the hill from the Fitz Henry Lane house is Solomon Jacobs Park with benches and a small playground overlooking a marina and public landing.

## DOCENT/VOLUNTEER TRAINING

Local Advisory Group members suggested that one way to help ensure consistency of message at different sites along the Byway (and to help share resources and decrease costs) is to develop a byway-wide volunteer program. Trained volunteers could be shared by multiple sites to supplement existing site staff. The training program could address both interpretive and operational needs for site and trail stewardship. Basic interpretation training would enable volunteers to provide information about the site and the Byway in any interactions they might have with visitors. They could be trained with basic knowledge and skills to help with routine tasks, reporting maintenance needs, and even on-the-spot clean-up of light trash.

## INTERPRETIVE PLAN

An Interpretive Plan clearly identifies the themes and storylines of the Byway and identifies how these are effectively shared.<sup>55</sup> The findings of the interpretive plan will impact advocacy, marketing, partnerships, programs and management goals. Crafting this Plan early in the management process can provide a foundation for development of marketing materials, inform byway program development, identify additional site needs, and help prioritize investment needed to effectively communicate the Byway's stories. The interpretive plan should:

- Define byway messaging – identify how the central byway story will be reinforced with subthemes and storylines at individual sites
- Identify interpretive methods (exhibits, educational materials, tours, media) -- evaluate existing interpretation and indicate the mix of interpretation required to convey the message(s) to specific audiences
- Evaluate operational requirements / capital improvements needed -- address the operational requirements of new facilities, products or programs and include a schedule for completion of the plan's elements
- Identify and reinforce partnerships -- site and/or resource managers should be actively involved in interpretive plan development, and the interpretation should be aligned with site and/or resource management objectives.
- Staff/volunteer training -- identify required interpretive skills and any training needed
- Enhance the visitor experience – outline how interpretation should be integrated into every part of the visitor experience: from the decision to visit (promotional materials), the entry (method of travel to the site), the connections that are made onsite (interpretive materials or interaction with staff or volunteers at the site or resource), what the visitor brings home with them and what they pass on to others (take-home materials or verbal descriptions / recollections of their experience at the site)

## BEST PRACTICES IN INTERPRETATION

A unified, byway-wide approach to interpretation heightens the visitor experience and keeps it relevant so that they gain the clearest possible understanding of the byway region and resources. Its outcome will be to provide coherent and consistent insights into the region's value and heritage, promote enthusiasm for the visitors' experience, and encourage repeat visits and recommendations to others. The following descriptions highlight some of the interpretive components that will help make the byway interpretive program successful. These should also be addressed in an Interpretive Plan.

<sup>55</sup> *Standards and Practices for Interpretive Planning*, National Association for Interpretive Planning, 2009.

## Universal Appeal and Access

Interpretive specialists advise that an effective way to capture a broad audience is to determine ways to make connections between tangible resources and “universal” intangibles. Universal intangibles are those things to which most people can relate and which do not necessarily require local or specialized knowledge to understand.

*Universal concepts are the ideas, values, challenges, relationships, needs, and emotions that speak fundamentally to the human condition.*

David L. Larsen, NPS, Interpretive Development Program

Some of the universal concepts that relate to the byway story include:

- Living off the land and/or sea
- Family
- Struggle and triumph

Interpretive methods should also be designed for audiences of different physical abilities, making accommodations for those with limited mobility and visual and hearing impairments.

## Cultural Competency

Essex County has always been a place where immigrants have made attempts to secure the “American Dream.” Immigrant populations over time have included English, French, Canadian, Irish, Portuguese, Polish, Russian, and Italian, and many of the newest arrivals hail from Puerto Rico, the Dominican Republic, Cape Verde Islands, Cambodia, Vietnam, and African regions.

Interpretive materials and information should also consider and reference the indigenous populations that those immigrant groups joined and/or displaced. All signage, brochures and websites should include language and culturally sensitive materials oriented to visitors from other cultures. Staff and volunteers should be trained with specialized knowledge and understanding about the communication styles and cultural expressions of the types of audiences they serve.<sup>56</sup>

## Provide Variety

Interpretation should help people engage with the resource both mentally and physically through a variety of techniques and learning styles. Techniques will vary based on the objectives of each location or program, but might include:<sup>57</sup>

- Questioning
- Role-playing
- Sensory experience
- Challenges
- Games
- Participation
- Props
- Live enactments

Connecting and combining experiences is another way to provide variety. For example, staff members at the Salem Maritime National Historic Site have expressed interest in finding ways to engage visitors in maritime history through water-based activities such as guided boat tours or other outdoor learning experiences.

## Keep Current

While the facts may not change, how facts are interpreted and/or presented should change. The way in which the stories are told should evolve to be most relevant to new generations. It is important to use language, graphics and methodologies that are relevant today and help visitors make a meaningful connection to the resource. Changing materials and methodologies before they are outdated will ensure a more positive visitor experience and encourage repeat visits.

<sup>56</sup> National Association for Interpretation Standards and Practices for Interpretive Methods

<sup>57</sup> *Ibid.*

## Oral history

For historians, oral history interviews are valuable as sources of new knowledge about the past and for new interpretive perspectives on it.<sup>58</sup> For the Byway, oral history is particularly relevant for cultural aspects of the region today that trace back to earlier times, such as farming, fishing, boatbuilding, and the arts.

## Keep Pace with Technology

Many communities and sites are now using different types of cell-phone interpretation: a simple system where visitors can dial a number that provides a recorded message explaining the site and offering prompts for additional information. Other types of technology provide ways for people to access information while on the go (or from off-site). A few suggestions are listed below:

- TV and radio broadcasts – special programs or public service announcements that utilize community stations and cable access to promote sites and events.
- YouTube – videos about the Byway or specific sites that can be made available to a broad audience, downloadable from the web.
- Google Earth – using the free Google Earth on-line program, this technology enables people to take a virtual tour of the Byway, providing photos and information about specific sites along the way.
- Smartphone tours – a downloadable or streaming tour application for visitors that can be branded for the location.
- GPS tours -- hand-held computers utilize the Global Positioning System (GPS) to deliver messages to visitors for walking, driving, boating or biking tours.
- Podcasts – video or audio stories that can be downloaded to an MP3 player.<sup>59</sup>

## Create Consistency in Interpretive Signs

The graphic design of an interpretive sign system should be consistent, handsome and easy to read. The Byway's logo or symbol should be prominently displayed. Images (photographs, maps and other illustrations) are popular with the public – good images may capture the visitor's attention before text. The graphic design of the interpretive sign system should be complementary and compatible with wayfinding, logo/symbol, gateway signs, byway publications and other materials. More information about signs is provided in Chapter 6.

## “Demarketing”

A term from the tourism sector, “demarketing”, involves using interpretive programs to limit or prohibit visitor access to certain locations. This is a way to address concerns of local residents and a way to protect fragile resources. Byway managers can shield certain areas of the corridor from increased visitation. The segments of the interpretive program may discourage inappropriate activities and even steer visitors away from certain places.

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<sup>58</sup> <http://historymatters.gmu.edu/mse/oral/what.html>

<sup>59</sup> <http://www.barzadventures.com/>, <http://www.visitnebraska.gov/travel-tools/podcasts>