A visitor-sourced methodology for the interpretation of archaeological sites:
developed at Minoan archaeological sites of Crete, Greece

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Interpretation refers to the full range of potential activities intended to heighten public awareness and enhance understanding of and engagement with a heritage site (two-way communication)

Presentation refers to the carefully planned communication of interpretive content through the arrangement of interpretive information, physical access, and interpretive infrastructure at a heritage site (one-way communication)

(Icomos 2007)
Qualitative Data Collection: observations and interviews
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Zoning, accessibility and …
Plan of itineraries on information board at Knossos
Zoning, accessibility and … paths
Colour and texture of materials used to indicate accessibility
Ancient Messene
Orientation and main axes of monuments
Minoan palace and town of Zakros

Ancient entrance
Contemporary entrance to the archaeological site
Archaeological site of Gournia

Cretan village
“Before 3500 years a palace... now a rubble field”
Questionnaires
Questionnaires

• on-site accessibility
• spatial perception
• aesthetics
• assessment of existing interpretative infrastructure
• comments
Tag cloud of responses to the question ‘Mention 3 things that you liked the most’
Tag cloud of responses to the question ‘Mention 3 things that you liked the least’
Late Minoan I period: 1550-1450 B.C.
Stone water basins (pronounced gournes in Greek)
Plan of Gournia (after H.A. Boyd)© 1989 Archaeological Receipts Fund
Spatiotemporal and image data collection
Aerial image of Gournia overlaid with the Density Analysis results.
High accessibility in House AC
Geotagging and spatiotemporal - visual narratives
Aerial image of Gournia overlaid with rendered Hotspot analysis results
Hotspot analysis model
Aerial image of Gournia overlaid with rendered Hotspot analysis results
Example of cross site analysis

HotSpot source ID: 69

- 69/Ge: 34%
- 69/P1EW-W: 24%
- 69/4Go: 14%

4.5%
Atlas.ti software for qualitative analysis
Qualitative and Quantitative Data Analyses (Bernard, 1996)
Thank you!

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