

## Assoc Prof Jane James



### Research Interests

#### Interpretation of heritage landscapes

- utilising heritage more effectively in tourism.
- “Telling the Story” — thematic interpretation structure for heritage in Australia.
- unique stories of places
- evaluation of design, management and visitor perceptions of Festivals and Events.

### Qualifications

**Head of Cultural Tourism**  
**Course Coordinator and Assoc Prof in Cultural Tourism**  
**Head of Department of Cultural Studies**  
**Faculty of Education, Humanities, Law and Theology**

**Room 274 Level 2, Humanities**  
**Ph: 8201 2595**

Jane began her professional life as consultant geologist and has had several reincarnations since, including environmental and adult education, land management and tourism education. She is good at managing change. Her main research interests are in the interpretation of heritage landscapes – both cultural and natural – and the ways that the unique stories of places can be told. She is also interested in the evaluation of design, management and visitor perceptions of Festivals and Events.

### Research Collaborations and Consultancies

- Completed a collaborative research project in partnership with the Department of Heritage in Canberra. The project “Telling the Story”, developed a thematic interpretation structure (NHTTF) for heritage in Australia to utilise heritage more effectively in tourism.
- Effective and sustainable management of natural and cultural heritage sites
- Delivery of authentic interpretation.
- Evaluation of visitor experiences at heritage sites and at festivals and events
- Other recent research and publications cover tourism and the media, cruise tourism in Australia, Geotourism, cross-cultural awareness training in hospitality and tourism, Trojan Horse evaluation (unobtrusive observational visitor surveys), indigenous culture and heritage interpretation, ‘hot’ interpretation (of issues of conflict) and strategic planning for interpretive centres and varied interpretive materials.

### Professional Affiliations

#### Committees

Director of South Australian Tourism Commission Board

SA Arts, Heritage and Culture and Ecotourism strategies

- Conducting multidisciplinary collaborative research on Australia’s biodiversity & landscapes
- Providing innovative interpretation of biodiversity research for a wide variety of end-users