



Freeman Tilden Visits Galveston: situating provocation, personalization, and “whole” principles during heritage interpretation

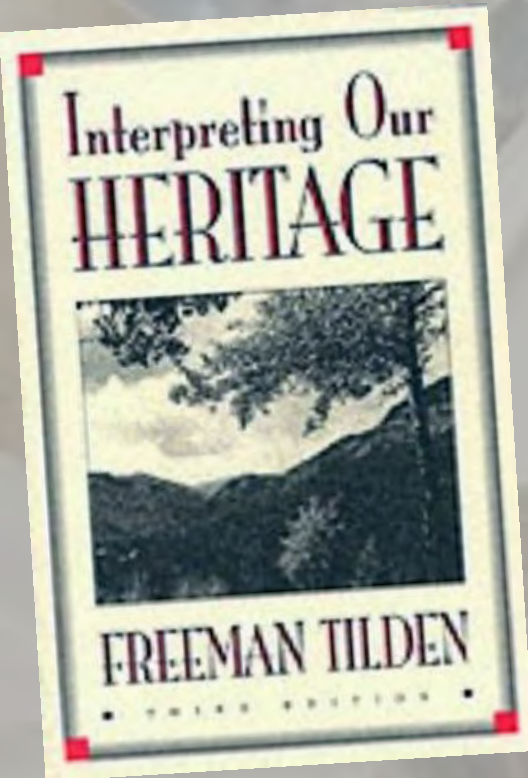
Tazim Jamal

Gary Ellis

Kelly Jiang

Texas A&M University

Freeman Tilden



Six "Principles" of Interpretation

- 1) Interpretation that does not relate to something within the **personality or experience** of the visitor will be sterile.
- 2) Information is not interpretation
- 3) Interpretation is an art...art is in some degree teachable.
- 4) The chief aim is not instruction but **provocation**.
- 5) Interpretation should present a **whole** rather than a part
- 6) Interpretation to children is not a dilution of presentation to adults



1883-1980

"...continues to be the definitive text for the [interpretation] discipline"



Our inquiry:



Can **provocation**, **personalization**, and “**whole**” be accomplished through

- * **engagement** experiences (story/narrative)

- * **absorption** experiences (*immediate sensory experience*)



Our session:

- *View “the quintessential product of tourist experiences” under the microscope.*
- *Time travel to the September 7, 1900 Galveston Hurricane*
 - *An engagement experience*
 - *An absorption experience*
- *Your Ideas, Innovations, and observations*



What is the nature of a quality heritage interpretation experience?



Holocaust Museum
Washington, DC

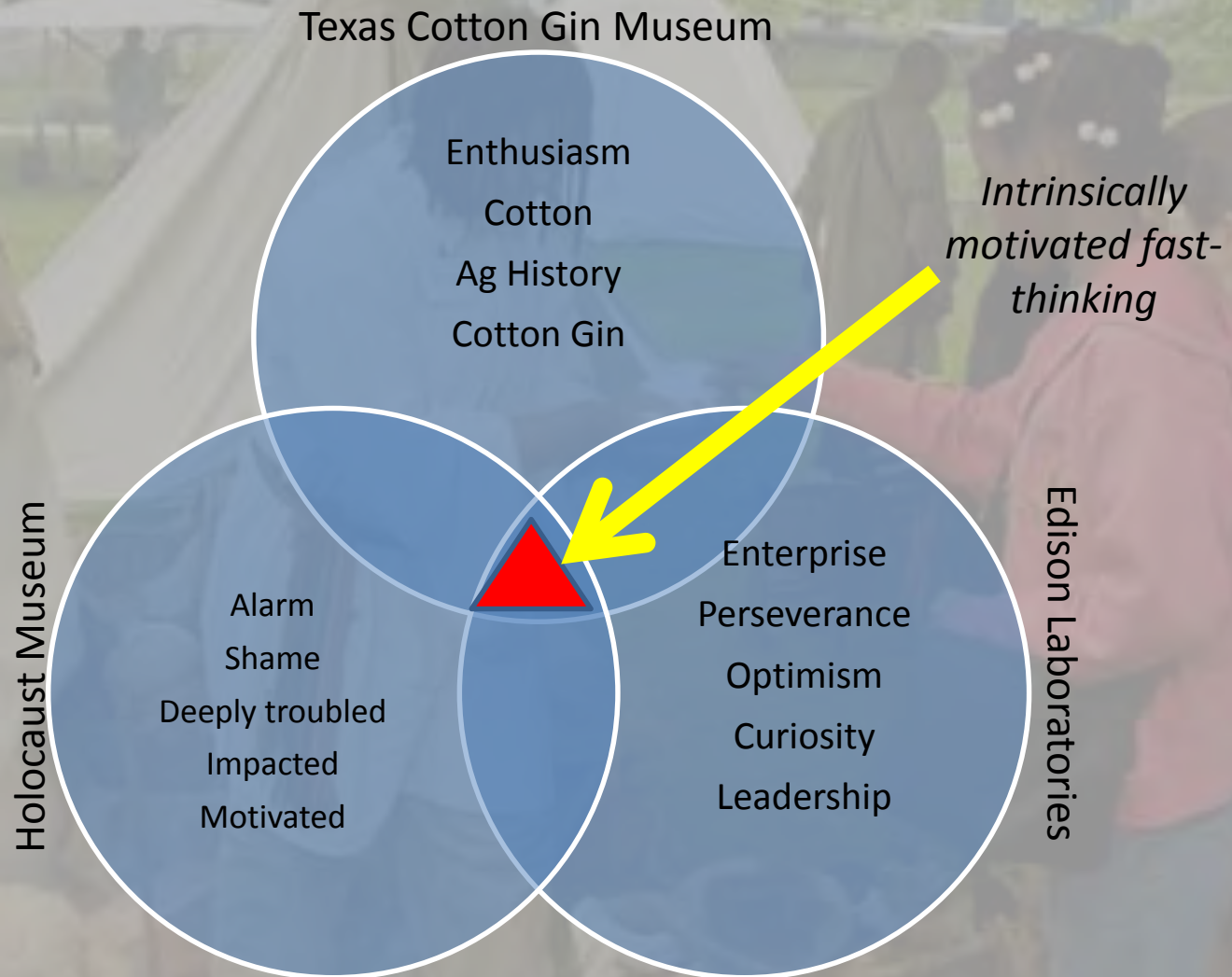


Edison Laboratories
Ft. Meyers, Florida



Texas Cotton Gin Museum
Burton, Texas

What did I experience?





A state of effortless concentration that is so deep that individuals lose

- a) their sense of time,*
- b) their thoughts about themselves, and*
- c) their awareness of their problems.*

Participants have a genuine interest in the activity in which they are involved and a deep desire to continue doing that activity.



Intrinsically Motivated Fast Thinking

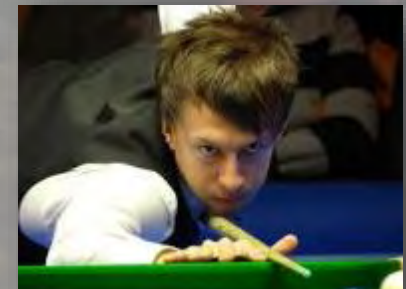
Absorption



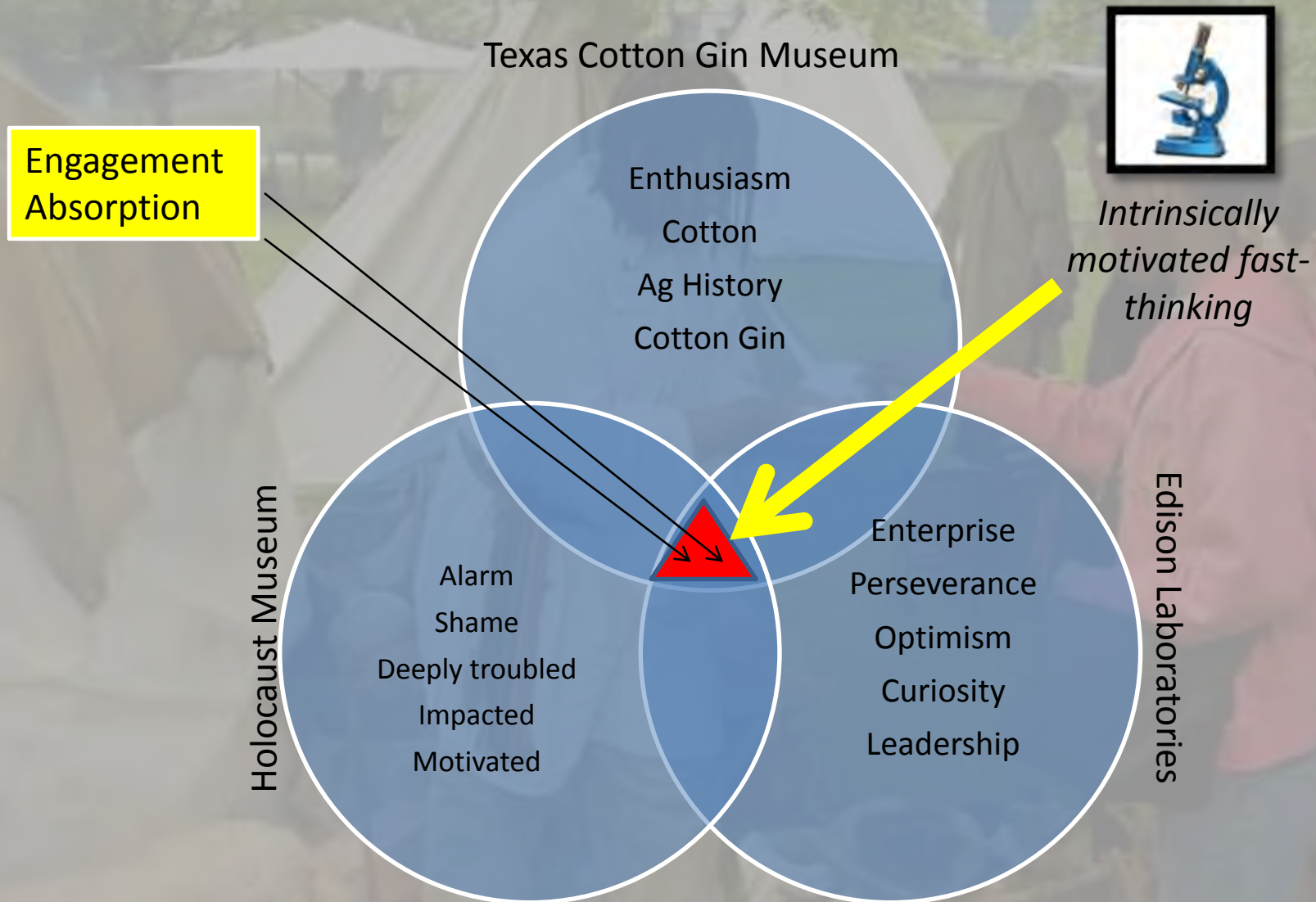
Engagement



Immersion



What did I experience?





Galveston Storm of 1900

| September 1900 | | | | | | |
|----------------|--------|---------|-----------|----------|--------|----------|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | | | | |

Galveston, September 7-8, 1900

- Population: 36,000 (as many as 1 in 3 will die)
- Highest point 8.7 feet (2.7 m above sea level)
(Now over 17 feet above sea level, 5m)
- Becoming major sea port, competing with Houston
- Highest per capita income in the US



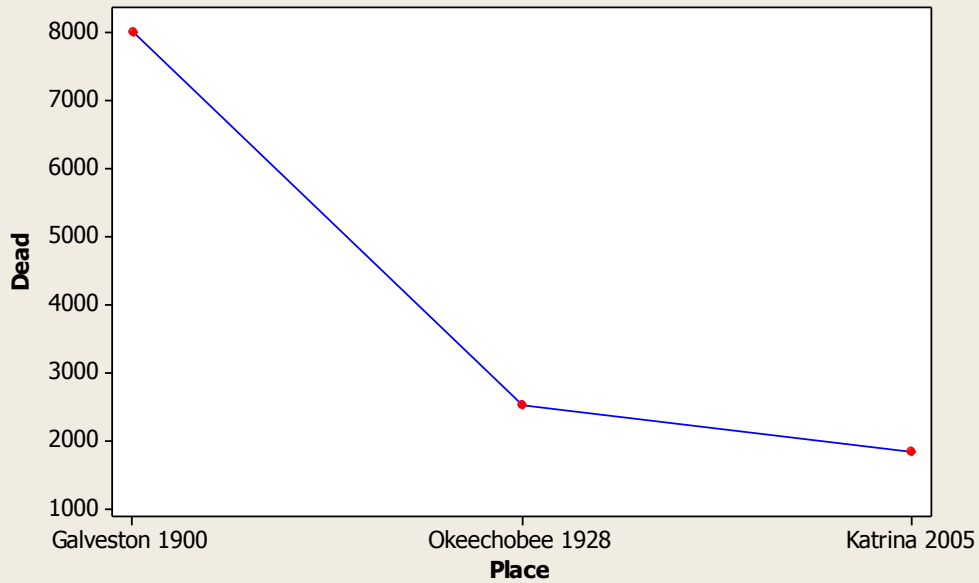
Galveston Storm September 7-8, 1900



- Deadliest natural disaster in US history (\$104.3 Billion)
- Second costliest (to Katrina)
- Second Largest natural disaster ever on US soil
- Storm Severity Underestimated and Direction not predicted by US meteorologists
- Most severe during evening; eye passed at 8 pm
- Number of dead unknown, between 6,000-12,000

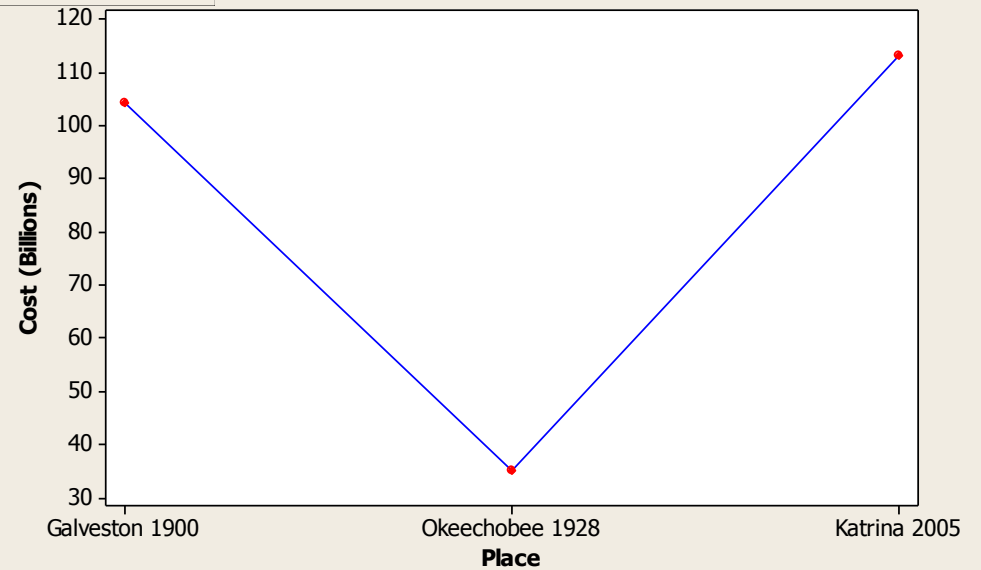


Number of People Killed



“...the deadliest natural disaster ever to strike the United States.”

Cost in Billions





September 1900

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
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September 1900

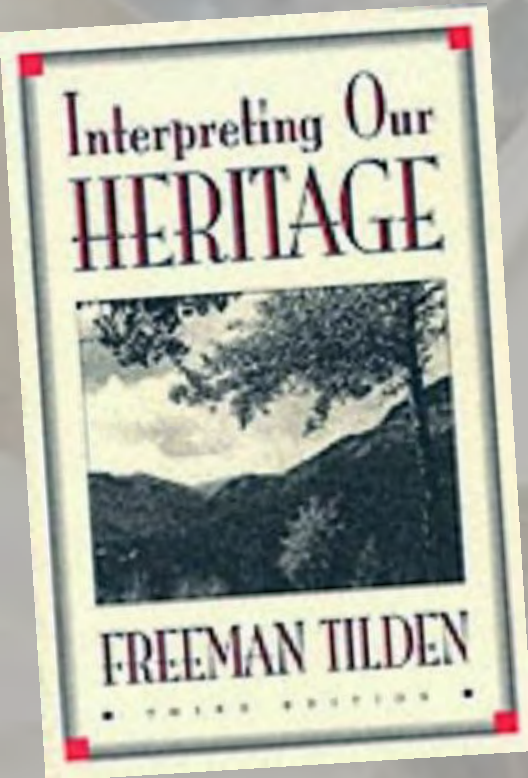
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Sisters of Charity Orphanage, St. Mary's
September 7, 1900, Galveston, Texas

A dark, stormy sea with a small, dark structure visible in the distance. The water is turbulent with white foam from the waves. The sky is dark and cloudy.

St. Mary's Orphanage
Galveston, Texas
September 7, 1900

Freeman Tilden



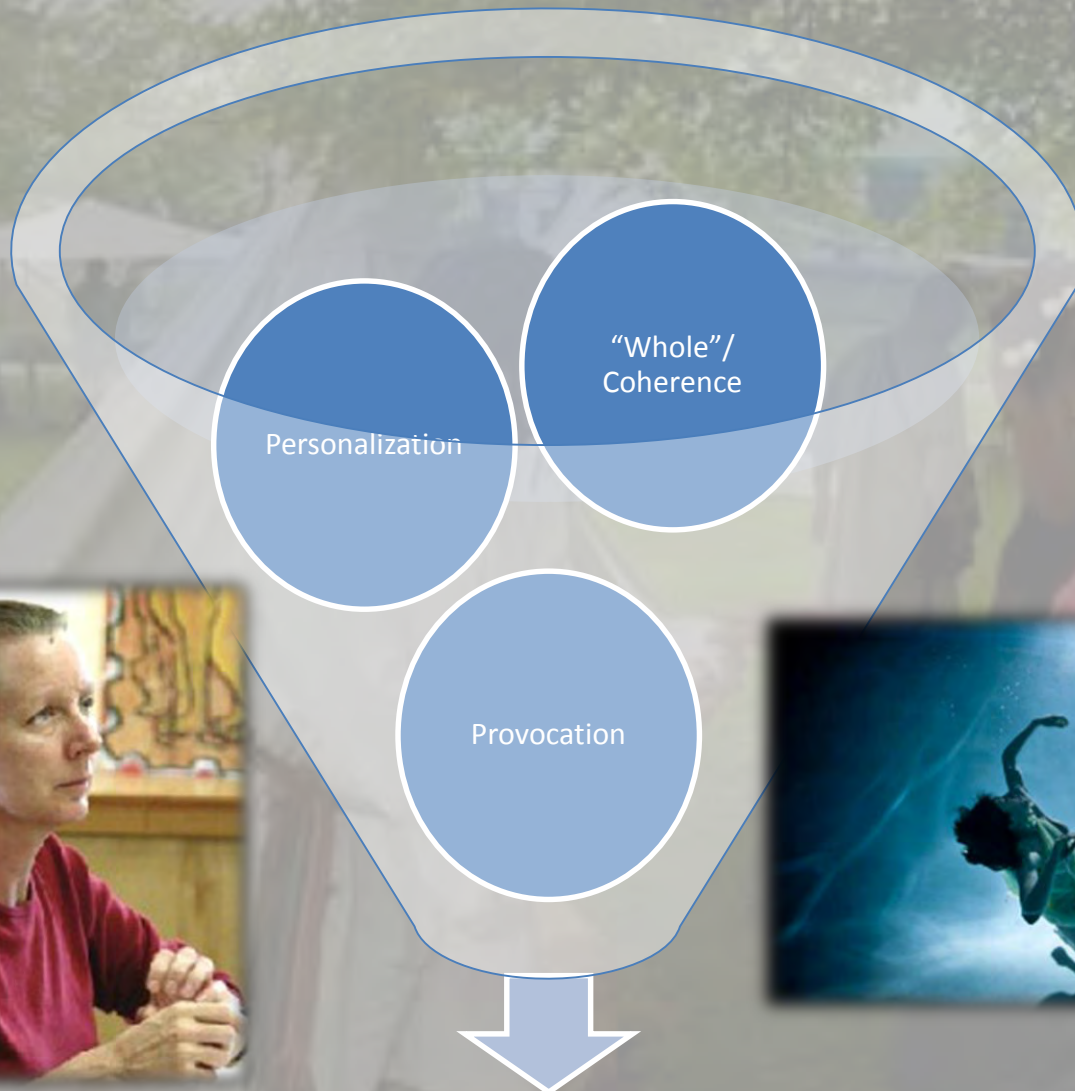
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Engagement (Story)
Absorption (Multi-Sensory Experience)

**Ideas
and
Innovations**

