

# Interpretation and Sustainable Tourism: The Potential and the Pitfalls

Bill Bramwell<sup>1</sup> and Bernard Lane<sup>2</sup>

**ABSTRACT.** From the outset, proponents of sustainable tourism have, consciously or not, set great store by interpretation, and gradually the linkages between sustainable tourism and interpretation have begun to be developed. This discussion examines the potential benefits of linking interpretation and sustainable tourism and assesses a number of the pitfalls or difficulties which are involved. The potential benefits include improved visitor management, local economic and environmental gains and fuller community involvement. Among the several pitfalls of linking interpretation and sustainable tourism which are considered are the dangers of over-interpretation, intrusion, creating 'quaint' tourist landscapes, and those of elitism.

**RESUMEN:** Desde sus inicios, proponentes del turismo sustentable, conscientemente o no, definieron una gran base interpretativa, y gradualmente las relaciones entre turismo sustentable e interpretación han empezado a desarrollarse. Este artículo examina el potencial beneficio de ligar la interpretación y el turismo sustentable y examina los errores o dificultades involucradas. Entre los errores de relacionar la interpretación y el turismo sustentable se incluyen los peligros de la sobre interpretación, intrusión, creación "pintoresca" de paisaje turístico, y el elitismo.

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<sup>1</sup>Centre for Tourism, Sheffield Hallam University, Sheffield, S1 9HQ UK. <sup>2</sup>Rural Tourism Unit, University of Bristol, Bristol, BS8 8HR UK. Co-Editors: *Journal of Sustainable Tourism*.