

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

**TOUR362—Cultural and Environmental Interpretation
Spring 2010_Section 002**

DAY/TIME:	M 1:30pm – 4:10pm	LOCATION:	KH 210
PROFESSOR:	Dr. Min Park	EMAIL ADDRESS:	mparka@gmu.edu
OFFICE LOCATION:	203 Prince William	PHONE NUMBER:	703-993-2062
OFFICE HOURS:	T 1:00pm – 2:30pm R 1:00pm – 2:30pm	FAX NUMBER:	703-993-2025

PREREQUISITES

PRLS 300 or PRLS 328 or TOUR 352 or Permission of the Instructor

COURSE DESCRIPTION

This course focuses on the communication processes and practices used by professionals to explain and interpret the special characteristics of cultural and environmental resources sites for visitors. Conceptual principles for planning interpretive programs, as well as techniques for analyzing and disseminating information and entertainment through various media (personal interactions, verbal presentations, exhibits, publications, and other programs) will be discussed. Delivery of interpretive messages across a variety of audiences, strategies for programming interpretive services and the administration and evaluation of interpretive services at tourism, event, and recreation sites will be examined.

COURSE OBJECTIVES

Upon completion of this course, students should be able to:

1. Comprehend how interpretation is important to the management of tourism, event and recreation resource sites;
2. Discuss principles of interpretation and communication;
3. Analyze interpretive materials and presentations; and
4. Evaluate interpretive programs with respect to its effectiveness and impact on visitor experience

REQUIRED READINGS

Textbook

Knudson, D.M., Cable, T.T., & Beck, L. (2003). *Interpretation of Cultural and Natural Resources*, 2nd edition. State College, PA : Venture Publishing, Inc.

Additional Readings

As needed, reading will be placed on the Blackboard or Reserve (or E-Reserve) at the Johnson Center Library at Fairfax Campus, available through the electronic or conventional resources or distributed in class.

COURSE POLICY

The class will involve lectures, in-class discussions, class projects, and field trips. Students are held to the standards of the George Mason University Honor Code. You are expected to attend all class sections, actively participate in class discussions, complete in-class exercises and fulfill all assignments. Assignments must be turned in at the beginning of class on the specified due date.

1. Turn off or silence all sound emitting devices before entering the classroom.
2. Attendance and participation are key elements to a successful learning experience. When tardiness or an absence is anticipated, it is the responsibility of the student to advise Dr. Park at a professionally appropriate time. However, notification alone does not necessarily excuse the absence. Further documentation should be offered and may be required. Advising Dr. Park of unexpected absence or tardiness should take place at the earliest opportunity.
3. Unless otherwise stipulated, assignments are due at the beginning of the class period on the date they are due. **A penalty will be given to late submission (up to one day). Assignments will not be accepted thereafter.** Excused absence does not necessarily change submission deadlines, but may be considered in negotiating an appropriate accommodation (if necessary). Opportunities to complete exams or submit assignments on other than scheduled or due dates/times, or to participate in other learning activities or receive tutoring necessitated by absence from class will only be provided if the absence is excused by the instructor.
4. In general, laptop computers may be used for note-taking and in-class topical research. Other activities during the class period (including work on projects unrelated to this class, social networking, recreational web-surfing, and personal entertainment) are distracting and professionally inappropriate. Always be prepared to refer to or take notes using a different medium in case computer use is restricted.
5. Students who require special accommodations due to disabilities (documented by the Office of Disability Services [<http://www2.gmu.edu/depts/unilife/ods/>]), or student athletes and student government officers who have duties that occasionally conflict with the class schedule must formally bring this to the attention of the instructor during the first week of the semester.
6. Students are encouraged to discuss class or content issues with Dr. Park in person. All e-mail inquiries will be answered, but appropriate time should be allowed for the e-mail to be received and a response formulated. Tutorial discussions will not be conducted using e-mail.
7. The George Mason University Honor Code [<http://academicintegrity.gmu.edu/honorcode/>] applies to all aspects of this class. Students should be particularly attentive to University policies regarding plagiarism. Unless otherwise permitted, all assignments and elements thereof should be original and/or properly cited.

EVALUATION

This course will be graded on a point system, with a total of 420 possible points.

Course Requirements	Points
Semester Project	180
<i>Virtual Field Trip (team project)</i>	(120)
<i>Design a brochure (individual project)</i>	(40)
<i>Reflective journal (individual project)</i>	(20)
Mid Exam	100
Quizzes (Project presentations)	80
Attendance	40
TOTAL	400

Grading Scale - Letter grades will be assigned as follows:

To earn an:	Total points you must earn:	To earn an:	Total points you must earn:	To earn an:	Total points you must earn:	To earn an:	Total points you must earn:
A+	= 388 – 400	B+	= 347 – 359	C+	= 307 – 319	D	= 240 – 279
A	= 374 – 387	B	= 334 – 346	C	= 294 – 306	F	= 0 – 239
A-	= 360 – 373	B-	= 320 – 333	C-	= 280 – 293		

TENTATIVE COURSE SCHEDULE

1. Principles of interpretation
2. Foundations of interpretation
3. Effectiveness of interpretation on visitor experience
4. Evaluation of interpretation
5. Interpretive Writing and Publications
6. Signs and Exhibits
7. Living history: Historical and Cultural Interpretation
8. Guided Tours and Walks
9. Self-guided Tours and Walks

Note: See Class Schedule for more details. Faculty reserves the right to alter the schedule as necessary.

