

Sample syllabus

Note that this syllabus is from an earlier semester. The current syllabus may differ in all areas except the course description and course objectives.

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism

**TOUR362—Cultural and Environmental Interpretation  
Spring 2006**

DAY/TIME:	M 1:30pm – 4:10pm	LOCATION:	R A246
PROFESSOR:	Dr. Min Park	EMAIL ADDRESS:	<a href="mailto:mparka@gmu.edu">mparka@gmu.edu</a>
OFFICE LOCATION:	203 Prince William	PHONE NUMBER:	703-993-2026
OFFICE HOURS:	F 11:30 – 2:00pm	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. Explain 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. Prepare several types of effective spoken and written interpretive messages.

**COURSE OVERVIEW**

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 date due or **no credit will be given**.

**REQUIRED READINGS**

**Textbook**

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

## Additional Readings

As needed, reading will be placed on Reserve in the Johnson Center library.

## EVALUATION

This course will be graded on a point system, with a total of 100 possible points.

Course Requirements	Points (%)
<b>Exam</b>	<b>40</b>
#1 <i>Mid-Term Exam</i>	20
#2 <i>Final Exam</i>	20
<b>Class Projects</b>	<b>50</b>
<i>Thematic Talk</i>	20
<i>Interpretive Brochure</i>	20
<i>Site Visit Assessment</i>	10
<b>Class Participation and Attendance</b>	<b>10</b>
<b>TOTAL</b>	<b>100</b>

### 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+	= 97 – 100	B+	= 87 – 89	C+	= 77 – 79	D	= 60 – 69
A	= 94 – 96	B	= 84 – 86	C	= 74 – 76	F	= 0 – 59
A-	= 90 – 93	B-	= 80 – 83	C-	= 70 – 73		

## TENTATIVE COURSE SCHEDULE

1. Principles of interpretation
2. Themes, Genius Loci, and Way Finding
3. Interpretive Talks
4. Interpretive Writing and Publications
5. Guided and Self-Guided Tours and Walks
6. Short Term Interpretation for Meetings and Events
7. Museums and Exhibits
8. Historical and Cultural Interpretation
9. Art Interpretation
10. Interpretation for Children

*Note: Faculty reserves the right to alter the schedule as necessary.*



- ❖ All students are held to the standards of the George Mason University Honor Code.
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by Dr. Park.
- ❖ Students with disabilities who seek accommodations in a course must be registered with the Disability Resource Center (DRC) and inform Dr. Park, in writing, at the beginning of the semester.
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>