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Professor Sam H. Ham is Director of the Center for International Training and Outreach and Professor of communication psychology and international conservation in the University of Idaho's College of Natural Resources, Department of Conservation Social Sciences. In addition, he serves as Deputy Director of the Tourism Research Unit at Monash University, Australia. Dr. Ham teaches graduate courses in communication psychology, interpretation, environmental communication, international issues in nature conservation, and recreation and tourism management. His research has focused on travelers' philanthropy, ecotourism guide training and the application of communication theory to marketing, strategic tourism planning and managing visitor behavior in parks and protected areas. Professor Ham's courses on applied communication theory and interpretive methods are in demand both in the U.S. and abroad. To date, he has conducted training workshops in 40 countries throughout North, Central and South America and in Europe, Asia, Africa, the Middle East, Australia and the Pacific, reaching a combined audience of 42,000. He has authored more than 300 publications including two widely acclaimed books on interpretive methods (one in English, which has recently been republished in Vietnamese and Latvian, and the other in Spanish) and is executive editor of the *Applied Communication* book series for Fulcrum Publishing in the US. Professor Ham has presented in excess of 100 papers at scholarly meetings throughout the world and has delivered 47 invited keynote addresses at international and national conferences and conventions. He is the author of a comprehensive interpretive planning process that has been adopted by national parks, historic sites and private tourism businesses in Scotland, England, Wales, Australia, Ecuador and the Dominican Republic, as well as by several US land management agencies for application in parks, forests and tourism destination in the U.S. Professor Ham has served as senior editor and publisher of the *Journal of Interpretation* for which he developed the first editorial policies for peer-review of manuscripts, and as National Research Chair for the National Association for Interpretation, and continues to serve on the editorial board of three international research journals. He has received the University of Idaho's Outstanding Teacher Award, Outstanding Advisor Award, the Interfraternity Council's Outstanding Professor Award, the College of Natural Resources' Outstanding Advisor Award, and has 5 times been awarded the university's Alumni Award for Faculty Excellence. In 1994 he was recognized with the University of Idaho's Award for Teaching Excellence, the university's highest honor for teaching. In addition, he has received several regional and national awards from the National Association for Interpretation and from U.S. federal land management agencies, and has 6 times been selected to the University of Idaho's "International Honor Roll" for faculty. In 1990, he received the National Association for Interpretation's highest honor, the "Fellow" Award," and in 1992 was appointed to the Commission on Education and Communication by the World Conservation Union (IUCN) based in Switzerland. In 2007 Clemson University honored Dr. Ham with the William C. Everhart Award for his lifetime contributions to the environmental and heritage interpretation field across the world.

ACADEMIC EXPERIENCE:

- Present **Director**, Center for International Training and Outreach, College of Natural Resources, University of Idaho, USA.
- 1978 - Present **Professor**, Conservation Social Sciences, College of Natural Resources, University of Idaho, USA.
Courses taught range from introductory level recreation professions classes to graduate level courses in interpretive methods, ecotourism, environmental education, and international conservation. Advises graduate students in nature-based tourism, environmental education and communication. Current research focuses on applications of behavioral theory to tourism, environmental communication, risk communication, and fund-raising.
- 2005- Present **Deputy Director**, Tourism Research Unit (TRU), Monash University, Melbourne, Australia

Examples of Relevant Experience:

2005-2009 Activities:

- 2009, **Trainer**, Ceredigion County Council, Wales, UK. Delivered two-day workshop and technical assistance to European Union project on interpretation of mining heritage in mid-Wales.
- 2009, **Trainer**, Abu Dhabi Tourism Authority, United Arab Emirates. Presented a one-day workshop for United Arab Emirates tour guides, a one-day seminar on strategic communication planning for tourism officials, and a one-day interactive presentation for guides at the Zayed Mosque, Abu Dhabi, United Arab Emirates.
- 2009 **Speaker/trainer**, World Federation of Tourist Guide Associations, Bali, Indonesia. Presented the opening keynote presentation of the WFTGA conference and a 2-hour workshop on thematic interpretation for guides.
- 2007-2009 **Trainer**, City of Townsville, Australia. Developing and delivery training and training-of-trainers programs on communication psychology for city planners and council members, local energy companies, hotels, ecotourism guides and tour operators. Also developing research capacity for government and private sectors to guide development of theory-based communication campaigns aimed at influencing energy consumption behaviors.
- 2008-2009 **Planner**, USDA Forest Service, Spring Mountains National Recreation Area, Nevada. Team leader for community-based interpretive plan for the Spring Mountains NRA in collaboration with SeaReach, Inc., Portland, OR.
- 2008 **Trainer**, Fideicomiso de Conservación de Puerto Rico (Puerto Rican Conservation Trust), Puerto Rico. Delivered a two-day advanced workshop on thematic interpretation for Fideicomiso guides, San Juan, Puerto Rico.
- 2008 **Senior Research Advisor**, National Audubon Society, Washington, DC. Oversee research and evaluation activities focused on the “Power of Green” project funded by Toyota_USA.
- 2008 **Trainer/speaker**, Colorado Open Space Alliance, Estes Park, CO. Delivered keynote address and a workshop on thematic interpretation.
- 2008 **Trainer**, National Park Service, Cape Cod National Seashore. Conducted two-day training program on thematic interpretation.
- 2008 **Trainer/speaker**, National Association for Interpretation and Humboldt State University, Arcata, California, USA. Delivered the keynote address to the NAI Region 9 conference, and presented a half-day workshop on thematic interpretation.
- 2008 **Trainer/speaker**, Pennsylvania State Parks Congress, Harrisburg, PA. Delivered keynote address and workshop on methods for evaluating of face-to-face interpretive programs.
- 2007 **Trainer**, International Resources Group, Ltd., Dominican Republic. Completed follow-on to a three-year training-of-trainers program in thematic interpretation and sustainable tourism, Santo Domingo, Dominican Republic.
- 2007 **Trainer/speaker**, Universidad Politécnica de Valencia, Spain. Delivered public lecture on strategic communication for sustainable development, advised the university on its strategic communication plan, and presented a three-day workshop on thematic interpretation.

- 2007 **Trainer**, National Museum Services, Te Papa Tongarewa, Government of New Zealand. Delivered 7 two-day workshops on thematic interpretation.
- 2007 **Trainer**, ECOS (a Buenos Aires-based conservation NGO) and Aves de Argentina. Delivered a three-day workshop on thematic interpretation and strategic communication for behavior change, Buenos Aires, Argentina.
- 2007 **Research consultant**, Collaborative Research Centre for Sustainable Tourism (STCRC), Australia. Completed a two-year research project on use of communication to reduce visitor-induced management problems in three Australian national parks.
- 2007 **Training/Speaker**, Educational Travel Conference, Baltimore, Maryland, USA. Delivered a conference keynote address and a two-hour workshop on thematic interpretation.
- 2007 **Training/Speaker**, Parks Canada and Saskatoon Museums Association. Conducted two days training on thematic interpretation for staff of Prince Albert National Park and delivered a half-day seminar on interpretation and sustainable development for the Saskatoon Museums Association.
- 2007 **Training/Speaker**, Vital Spark Conference, Aviemore, Scotland, and Scottish Forestry Commission, Edinburgh, Scotland, UK. Presented an invited paper on interpretation and behavior change and the conference closing speech. Conducted one day of field evaluation and a one-day workshop on interpretation and behavioral influence for the Scottish Forestry Commission.
- 2007 **Training/Speaker**, Iowa State Association of County Conservation Board Directors. Delivered conference keynote address and conducted a half-day workshop on thematic interpretation.
- 2007 **Trainer**, Placer County, California. Delivered two-day workshop on thematic interpretation, Auburn, California, USA.
- 2007 **Trainer**, Texas State Department of Parks and Wildlife. Delivered two-day workshop on thematic interpretation, Austin, Texas, USA.
- 2007 **Trainer**, Mecklenburg County Parks, North Carolina and Culture and Heritage Museums of York County, South Carolina, USA. Conducted field assessments and delivered four days of workshops on thematic interpretation.
- 2007 **Trainer**, California Department of Parks and Recreation. Delivered two-day training-of-trainers workshop on thematic interpretation, Monterey, California, USA.
- 2006 **Trainer/Speaker**, Public Lands Institute, University of Nevada, Las Vegas. Delivered keynote address to Public Lands Institute Conference and workshop on thematic interpretation.
- 2006 **Trainer**, Fideicomiso de Conservación de Puerto Rico (Puerto Rican Conservation Trust), Puerto Rico. Delivered three days of workshops on applications of thematic interpretation in tourism destinations and environmental education settings.
- 2006 **Trainer**, International Resources Group, Ltd., Dominican Republic. Completed three-year training-of-trainers program in thematic interpretation and sustainable tourism (2004-2006).
- 2006 **Trainer**, Melbourne Aquarium, Australia. Delivered training workshop on thematic interpretation.
- 2006 **Trainer**, Interpretation Australia Association. Delivered workshops on communication theory and thematic interpretation.

- 2006 **Trainer**, US National Park Service, Mount Rushmore National Memorial and Crazy Horse Memorial, South Dakota. Delivered training workshop on thematic interpretation.
- 2006 **Trainer**, US National Park Service, Kenai Fjords National Park, Seward, Alaska. Delivered training workshop on thematic interpretation.
- 2006 **Trainer**, Idaho State Parks Department. Conducted a one-day workshop on thematic interpretation and persuasive communication for the Idaho State Parks, Orofino, Idaho.
- 2006 **Trainer/Speaker**, Public Lands Institute, University of Nevada, Las Vegas. Delivered keynote address to Public Lands Institute Conference and workshop on thematic interpretation.
- 2006 **Trainer**, National Services, Te Papa Tongarewa, Government of New Zealand. Training in thematic interpretation.
- 2006 **Trainer/Speaker**, Museums Australia, Victoria. Delivered keynote address and workshop on thematic interpretation.
- 2006 **Trainer**, Idaho State Parks Department. Conducted a one-day workshop on thematic interpretation and persuasive communication for the Idaho State Parks and Montana State Parks, Hayden Lake, Idaho.
- 2006 **Research consultant**, James Boags Brewing Company, Sydney/Launceston, Australia. Advised on research to explore the impact of brewery tour products on future sales and brand loyalty.
- 2005-2007 **Research consultant**, Collaborative Research Centre for Sustainable Tourism (STCRC), Australia. Leading two-year research project on use of communication to reduce visitor-induced management problems in three Australian national parks.
- 2005 **Trainer**, New Zealand Department of Conservation. Developed and delivered training program on thematic interpretation for nationwide interpretive development initiative.
- 2005 **Writing consultant**, Ecotourism Australia Association. – Invited author of the *Tasman Statement for Thematic Interpretation* which has now been incorporated into EA’s official strategic action plan for 2006-2016.
- 2004-2006 **Trainer / research consultant** for International Resource Group (IRG). Designed and conducted a three-year training program in face-to-face and non-personal interpretation for the Dominican Republic national parks and private sector tourism businesses.
- 2004-2006 **Planning, research & Trainer** for Tourism Tasmania, Hobart, Australia. Leading two-year development of products and training materials for the interpretation of Tasmania’s nature, heritage and food and wine. Development of several interpretive plans for public agencies and private businesses.
- 2003-2005 **Research consultant**, Collaborative Research Centre for Sustainable Tourism (STCRC), Australia. Led two-year research to develop an industry-relevant evaluation tool kit for face-to-face interpretive programs in parks and tourism settings.

Selected Pre-2005 Activities:

- 2004-2005 **Communication consultant**, Lindblad Expeditions and National Geographic Society, New York. Facilitating co-branding process between Lindblad Expeditions and the National Geographic Society.

- 2004-2005 **Research consultant**, Monash University and Phillip Island Nature Park (PINP). Co-principal investigator with Professor Betty Weiler and Ph.D. student, Jean-Pierre Issaverdis (Monash University) in 3-year research project “Interpretation and its Contribution to Stakeholder Perceptions of Sustainability” which examines relationships between communication emanating from PINP and perspectives of internal and external stakeholders on PINP’s contribution to local sustainability issues.
- 2004 **Planning consultant**, Greater City of Bendigo, Australia. Facilitating a strategic planning process for integrating interpretation with experience planning and tourism product delivery.
- 2004 **Trainer / research consultant**, International Resources Group (IRG). Assessed interpretive potential of selected protected areas and tourism destinations in the Dominican Republic. Presented recommendations for interpretive program development and long-term professional capacity building in nature-based and heritage interpretation.
- 2004 **Research consultant**, Monash University, Parks Victoria and Sustainable Tourism Collaborative Research Centre, Australia. Co-principal investigator with Professor Betty Weiler (Monash University) in three-year research project on persuasive communication aimed at reducing off-trail walking by visitors to Port Campbell National Park (2002-2005).
- 2004 **Research consultant**, Sustainable Tourism Collaborative Research Centre Project “Assessment of Interpretation Outcomes: The Development and Refinement of a Methodology and Evaluation Tools for Tourism Practitioners.” Co-principal investigator with Professor Betty Weiler (Monash University) and Dr. Anne Hardy (University of Tasmania), in collaboration with Port Arthur Historic Site, Sovereign Hill Museums Association and Tourism Tasmania aimed at developing a practical, but valid and reliable, interpretation evaluation tool kit for Australia’s tourism industry.
- 2004 **Research and Trainer** for Tourism Tasmania and Tamar Valley Wine Group. Conducting audience research and developing interpretive plan and thematic interpretation training programs for 21 associated wineries in the Tamar Valley, Launceston, Tasmania, Australia.
- 2004 **Planning and Trainer** for Cairngorms National Park Authority, Scotland. Leading training of trainers for interpretive planning in communities within and adjacent to Cairngorms National Park.
- 2004 **Research consultant**, Sovereign Hill Historic Site, Ballarat, Australia. Co-principal investigator of the diffusion and adoption of thematic interpretation at Sovereign Hill (in collaboration with Professor Betty Weiler, Monash University).
- 2004 **Planning consultant** for Academy for Educational Development (Washington, DC) and USAID/Panama. Co-team leader for ecotourism planning in Soberanía National Park.
- 2004 **Trainer** for California Department of Parks and Recreation. Conducted annual training of trainers program in thematic interpretation for in-service California State Park rangers, Asilomar, Mott Training Center.
- 2004 **Trainer** for Federal Hotels and Resorts, Hobart, Australia. As part of multi-year involvement, conducted various field assessments and training programs for corporate executives, cruise and train guides, and other staff.
- 2004 **Trainer**, Tourism Tasmania and partners, Hobart and Launceston, Australia. As part of multi-year involvement conducted a series of one and two-day training programs for interpreters, guides, and trainers throughout the State of Tasmania, to build interpretation and training capacity in private sector tourism. (in collaboration with Monash University).

- 2004 **Trainer**, US National Park Service. Conducted thematic interpretation training program for Glacier Bay National Park (Alaska) and Hawaii Volcanoes National Park (Hawaii), April 19-20 and June 7-9, respectively.
- 2004 **Trainer**, Oregon Department of Parks and Recreation. Conducted traveling 3-day training program on thematic interpretation in various Oregon State Parks, June 15-18.
- 2004 **Trainer** for Horizontes Tours, San José, Costa Rica. Conducted 3-day training program on thematic interpretation for Horizontes guides, Sueño Azul, Costa Rica, Oct. 2-6.
- 2003 – **Trainer**, Tasmania Department of Parks and Wildlife. Co-delivered two 2-day training programs, one for local cave guides and a second in conjunction with the International Association of Cave Guides Conference 2004 (in collaboration with Monash University).
- 2003- **Trainer**, Zoos Victoria, Melbourne Australia. Co-delivered a series of three 2-day training programs for interpretive staff including keepers, interpretive planners, volunteers and safari guides (in collaboration with Monash University), October 2003, February and May 2004.
- 2002 – **Trainer**, Sovereign Hill Historic Site, Ballarat, Australia. Co-delivering a long-term program in thematic interpretation training for first-person living history interpreters, guides and management staff.
- 2001- **Research consultant**, Monash University. Co-investigator with Professor Betty Weiler and Ph.D. student Xin Yu (Monash University) in 3-year research project “Assessing the Intercultural Competence of Australian Guides of Chinese Tour Groups” which examined the roles, competencies and performance of guides who lead tours for Mainland Chinese tour groups.
- 2001- **Research consultant**, Monash University. Co-investigator with Professor Betty Weiler and Ph.D. student Rosemary Black (Monash University) in a 3-year research project “The Development of a Model for Tour Guide Certification Based on an Analysis of the Australian EcoGuide Program” which involved a detailed formative evaluation of a professional certification program for nature-
- 2003 **Trainer**, South Australian Tourist Commission and Flinders University, Adelaide, Australia. Co-conducted a two day training program and a one day training program for the SATC, Ecotourism Australia and Flinders University, November 7-8, (in collaboration with Monash University).
- 2003 **Trainer**, Lindblad Expeditions. Delivered 2-day training program on thematic interpretation and guiding for cruise-based expedition leaders, Leavenworth, WA, Nov. 15-16.
- 2003 **Educational consultant**, Monash University, Melbourne, Australia. Led delivery of a 2-day postgraduate course on persuasive communication theory and research “Using Persuasive Communication Theory to Inform Research in Interpretation and Tourism Management” (April 22-23).
- 2003 **Research and marketing consultant** for Lindblad Expeditions, Inc., New York in collaboration with the Fondo Mexicano para la Conservación de la Naturaleza. Led research and conceptual planning for a theme-based marketing campaign aimed at raising funds to support conservation projects in the Sea of Cortez, Baja California, Mexico (March 2-16).
- 2003 **Tourism and interpretation consultant** for Tourism Tasmania, Hobart, Australia. Technical advisor and trainer for implementation of the Tasmanian Experience Strategy (February-November 2003).
- 2003 **Tourism development consultant** for Scottish Enterprise, Glasgow, Scotland. Gave 2-hour presentation to regional tourism advisors on interpretation’s role in tourism development (April 3).

- 2003 **Trainer** for Cairngorms Partnership, Aboyne, Scotland. Conducted workshop on thematic interpretation public and private sector stakeholders of the new Cairngorms National Park (March 28).
- 2003 **Trainer** for Highlands & Islands Enterprise, Boat of Garten, Scotland. Conducted workshop on strategic interpretive planning for public and private sector stakeholders of the new Cairngorms National Park (March 27).
- 2003 **Trainer** for Highlands & Islands Enterprise, Inverness, Scotland. Conducted workshop for HIE advisory board on criteria for reviewing and evaluating interpretive project proposals (March 26).
- 2003 **Trainer** for Black Isle Partnership, Cromarty, Scotland. Conducted two 2-day workshops for guides and rangers in northern Scotland (March 24-25 & March 31-April 1).
- 2003 **Trainer** for Horizontes Tours, San José, Costa Rica. Conducted 3-day training program on thematic interpretation for Horizontes guides, Sueño Azul, Costa Rica, Oct. 6-8.
- 2003 **Trainer** for Costa Rican National Biodiversity Institute (INBio), San José, Costa Rica. Conducted 3-day training program on thematic interpretation for INBioParque guides, Sueño Azul, Costa Rica, December 12.
- 2003 **Trainer** for Friends of the Bibbulmun Track, Western Australia Department of Conservation and Land Management, and Western Australia Tourism Commission, Perth, Australia. Conducted workshops on thematic interpretation and tourism (Feb. 14-20).
- 2003 **Trainer** for Sovereign Hill (Historical Park), Ballarat, Australia. Co-conducted a one-day assessment and follow-up training for interpretive and management staff (Feb. 12).
- 2003 **Planning/Trainer** for Tourism Tasmania, Australia. Advised on interpretive development as part of several private and public tourism operations. Presented three workshops on thematic interpretation and ecotourism experience planning (Feb. 4-11).
- 2003 **Planning consultant** for the Academy for Educational Development, Cairo, Egypt. Conducted two-week field study of strategic communication opportunities for environmental interpretation of the Red Sea and Eastern Desert (Jan. 4-18).
- 2002-2007 **Technical Advisory Board Member** for Academy for Educational Development, Washington, DC (GreenCOM Project).
- 2002-2003 **Research consultant** for LaTrobe University and Monash University, Australia. Provide technical guidance on persuasive communication research at Port Campbell National Park. Funded by Australian Cooperative Research Centre for Sustainable Tourism (CRC).
- 2002-2003 **Planning consultant** for Federal Hotels and Resorts and Tourism Tasmania, Hobart, Australia. Leading interpretive planning process and implementation for the Abt Railroad from Strahan to Queenstown, Tasmania, Sept. 2002-Sept. 2003.
- 2002 **Trainer** for United Nations Environment Program (UNEP) and United Nations Development Program (UNDP).in Cuba. Conducted a 4-day course on environmental interpretive methods for 25 national park rangers in Parque Nacional Topes de Collantes, Cuba, Nov. 18-22.
- 2002 **Trainer** for National Taichung Teachers College, Taichung City, Taiwan. Co-conducted a two-day interpretive training workshop for ecotourism guides, protected area personnel, university professors and students, Nov. 5-6.

- 2002 **Trainer** for Morro Bay Natural History Association and California Department of Parks and Recreation, Morro Bay State Park. Conducted interpretive training workshop for Morro Bay Docents (Oct. 4-6).
- 2002 **Speaker** for Business Enterprises for Sustainable Travel (BEST), New York. Gave speaker-phone presentation on the Galapagos Conservation Fund campaign Travelers' Philanthropy Summit, Jacksonville, Florida, (Sep. 21).
- 2002 **Trainer** for Centro de Extensión Universitaria y Divulgación Ambiental (CEIDA) de Galicia, Spain. Co-conducted a three-day course on ecotourism, guiding and environmental interpretation for 60 guides and interpretive specialists from Spain and Portugal. La Coruña, Galicia, Spain, Sep. 16-18.
- 2002 **Trainer** Sovereign Hill (Historical Park), Ballarat, Australia. Co-conducted a four-day interpretive training workshop for living history interpreters and management staff (August 5-9).
- 2002 **Trainer** for the Academy for Educational Development, Cairo, Egypt. Co-conducted a nine-day course on strategic communication and environmental interpretation for Red Sea protected area rangers (June 16-24).
- 2002 **Trainer** for International Training and Development (ITD), Amherst, Massachusetts in conjunction with the Organización para la Educación y Protección Ambiental (OpEPA) in Bogotá, Colombia. Conducted a two-day workshop on project evaluation methods for rural community project leaders (May 24-25).
- 2002 **Trainer** for Queensland Parks and Wildlife Service, Australia. Conducted two two-day workshops on the application of persuasive communication theory to interpretation and natural resource management at Fraser Island National Park (April 16-17) and Bardon Training Centre in Brisbane (April 18-19).
- 2002 **Keynote speaker** for Interpret Scotland and the Scottish Interpretation Network. Presented keynote address and two practical workshops for Scotland's First National Conference on Interpretation, April 3-4, Edinburgh, Scotland.
- 2002 **Trainer** for Scottish Natural Heritage, Interpret Scotland and the Scottish Interpretation Network. Conducted two-day training workshop on persuasive communication theory, April 2-4, Perth, Scotland.
- 2002 **Marketing consultant** for Highlands and Islands Enterprise, Inverness Scotland. Conducted review and analysis of wildlife tourism potential in the Scottish Highlands, March 28-May 1.
- 2002 **Trainer** for California Department of Parks and Recreation. Conducted interpretive training and lecture series for California State Parks at Hearst Castle, Santa Cruz District of California State Parks and a training of trainers program at the California State Parks Training Academy, Asilomar, January.
- 2002 **Trainer** for Missouri State Parks and Department of Natural Resources. Conducted two-day interpretive training workshop, February.
- 2002 **Trainer** for US Forest Service, Lewis and Clark National Training Academy, Great Falls, Montana. Conducted workshop on effective speaking and heritage interpretation and guiding. January.
- 2001 **Trainer** for "Nothing But Gold Conference" (150th Anniversary of the Discover of Gold in Victoria, Australia), Bendigo, Australia, (Oct. 26-27). Co-conducted two pre-conference workshops on thematic interpretation.

- 2001 **Trainer** for Scottish Forest Enterprise, Highlands & Islands Enterprise, Historic Scotland, Scottish Natural Heritage and Caithness & Sutherland Enterprise, Scotland. Conducted interpretive training workshop and lecture series aimed at sustainable community-based tourism in rural Scotland, December.
- 2001 **Training and fundraising consultant** for Business Enterprises for Sustainable Travel (BEST), New York. Conducted workshop on fundraising via philanthropic travel for Traveler's Philanthropy Summit, Punta Cana, Dominican Republic (November).
- 2001 **Trainer** for Monash University and Parks Victoria, Australia. Co-lead Trainer in development and delivery of a train-the-trainers program on interpretation and strategic communication, for Parks Victoria, Melbourne (Aug.-Nov.).
- 2001 **Trainer** for Sarawak Ministry of Tourism, Kuching, Malaysia. Conducted interpretive guide training and training-of-trainers-programs at Bako National Park (June-July).
- 2001 **Trainer** for Monash University and Parks Victoria, Australia. Led development of strategic interpretive planning training modules for Parks Victoria, Melbourne (Jan.-Nov.).
- 2001 **Research and planning consultant** for International Resources Group, Ltd. (IRG), Washington, DC. Conducted preliminary analysis of ecotourism potential in Bolivia and developed work plan and Scope of Work for continued ecotourism assessment and development in Bolivia as part of USAID/Bolivia, EPIQ Project (May-June).
- 2001 **Trainer** for Charles Darwin Research Station, Galápagos Islands, Ecuador. Conducted a follow-up three-day training program on guiding and interpretive methods for Galápagos guides (June).
- 2001 **Trainer** for Monash University and Tourism Tasmania, Australia. Conducted guide training and training of trainers programs for ecotour and historic site tour guides at Port Arthur and Strahan, Tasmania, Australia (Apr.-May).
- 2001 **Planning consultant** for Wildlife Conservation Society, Gainesville, Florida, USA. Team member responsible for updating the management plan for Copán Ruins World Heritage Site. Led information gathering and development of public use component for the plan (Feb.-Mar.).
- 2001 **Trainer** for Sarawak Ministry of Tourism, Kuching, Malaysia. Conducted two short courses on ecotour guiding and interpretation--one for guides and one for ministry personnel and university professors (Feb.).
- 2001 **Trainer** for International Training and Development (ITD), Amherst, Massachusetts in conjunction with the Organización para la Educación y Protección Ambiental (OpEPA) based in Bogotá, Colombia. Conducted a two-day workshop on strategic environmental education and communication planning for rural sustainable development projects (Oct.)
- 2000 **Trainer** for Charles Darwin Research Station, Galápagos Islands, Ecuador. Conducted a six-day training-of-trainers program on guiding and interpretive methods for Galápagos guides (Sept.).
- 2000 **Principal Investigator** in comparative analysis of cruise-based interpretive guides in the US, Australia and Galápagos Islands, Ecuador, funded by Monash University, Melbourne, Australia (May-Sept.).
- 2000 **Trainer**, Government of Spain. Design and delivery of a two-day workshop on environmental interpretation for protected area management. Santiago de Compostela, Galicia, Spain (Oct.).

- 2000 **Trainer**, Government of Denmark. Design and delivery of a two-day workshop on environmental interpretation and ecotourism guides and interpretation specialists, Danish Forest College, Fredensberg, Denmark (Oct.).
- 2000 **Trainer**, Old Parliament House, Canberra, Australia. Co-conducted two-day training program on thematic interpretation (May).
- 2001 **Trainer**, Queensland University of Technology and Center for International Training and Outreach, University of Idaho. Translation and subtitling of training video and workbook for distribution and training in Spanish-language countries (Jan.-Dec.).
- 2000 **Visiting Scholar**, Dept. of Management, Monash University, Melbourne, Australia. Delivered 12 invited public presentations on environmental interpretation, protected areas and related research (5 weeks, May-June).
- 2000 **Training/research specialist**. Represented the University of Idaho and Monash University (Australia) in discussions with Malaysia Dept. of Wildlife and National Parks about training needs and ecotour guiding in Malaysian protected areas. Kuala Lumpur, Feb. 10-17.
- 2000 **Trainer** for Argentina Visión, a Buenos Aires-based travel operator in Argentina. Conducted a six-day training program on interpretive methods for ecotourism guides operating in Argentina and elsewhere in Latin America (Oct.).
- 2000 **Co-guest editor** of the *Journal of Interpretation Research* special issue on interpretive research in Australia (Jan.-Sept.).
- 1999-2000 **Training & research consultant** for the Academy for Educational Development (AED), Washington, DC.. Conducted follow-up training to Panama's first Ecotourism Guides Course; analyzed data for study of Panama-based ecotour operators; developed instruments and training data collectors for a study of visitors to protected areas in the Panama Canal Watershed. Financed by USAID/Panama through the AED administered GreenCom Project.
- 1999 **Research consultant** for Argentina Visión, a Buenos Aires-based travel operator in Argentina. Conducted evaluation of tour products and developed recommendations for interpretive guide training and product/market diversification for ecotourism.
- 1999 **Research consultant** for German Development Agency (GTZ) and the Patagonian-Andean Center for Forestry Research and Extension based in Esquel, Chubut, Argentina. Conducted field surveys and outlined project implementation procedures for the ecotourism and environmental interpretation component of a sustainable development program aimed at increasing carbon sequestration and economic development in the Lake Plata-Fontana watershed in southwestern Patagonia.
- 1999 **Trainer** for the Tourism Cooperative Research Center (CRC), Griffith University, Australia. Developed and delivered a workshop on communication psychology and environmental interpretation for ecotour guides and park interpreters, Cairns, Australia.
- 1999 **Trainer** for the Victoria Parks and Wildlife Service, Australia. Developed and delivered a two-day short course on interpretive methods and guided tours.
- 1999 **Trainer** for the Queensland Parks and Wildlife Service, Australia. Developed and delivered a two-day short course on applications of communication theory to park and resource management problems.
- 1999 **Training & research consultant** for the Academy for Educational Development, Washington, DC.. Co-developed and delivered Panama's first Ecotourism Guides Course, a three-week training event on

guiding and interpretation. Financed by USAID/Panama/GreenCom Project, Gamboa Tropical Rainforest Resort/Panama, and the Smithsonian Tropical Research Institute/Panama.

- 1998 **Development consultant** for the Bioparque Estrella (Star Biopark) in Monterrey, Mexico. Conducted site visit and developed recommendations for expansion and improvement of guiding and interpretive services, staff training and infrastructure development.
- 1998 **Trainer** for Development Training Project financed by US Agency for International Development/Nicaragua through the Academy for Educational Development, Washington, DC.. Led two-week course on training of trainers and observational field trip for Nicaraguan protected areas and tourism specialists.
- 1998 **Trainer** for the Tasmania Parks and Wildlife Service, Australia. Developed and delivered a two short courses on interpretive methods.
- 1998 **Academic consultant** for the University of Costa Rica, School of Biology, San José, Costa Rica. Served as external advisor to faculty and students in the graduate program on environmental interpretation.
- 1998 **Trainer** for the Argentina Vision (a private ecotourism company) and the University of Patagonia, Argentina. Taught course on guiding and environmental interpretation and advised on development of an academic department and graduate degree program in ecotourism and interpretation, Puerto Madryn and Esquel, Argentina.
- 1998 **Marketing consultant** for Lindblad Expeditions, Inc., New York in collaboration with the Charles Darwin Foundation, Quito, Ecuador. Led conceptual planning for a marketing campaign aimed at raising funds to support conservation projects in the Galápagos Islands, Ecuador.
- 1997 **Keynote speaker** for Interpretation Australia national conference, Gatton College, University of Queensland. Presented conference keynote address and conducted 3 technical workshops on environmental interpretation.
- 1997 **Trainer** for Scottish Highlands Tourism Task Force, Inverness, Scotland. Conducted two-week lecture and clinic tour for 200 Scottish interpretive specialists, Inverness and Edinburgh.
- 1997 **Research consultant** for the Academy for Educational Development, Washington, DC. Principal investigator in a one-year marketing analysis of visitors and interpretive needs at Parque Nacional Volcán Masaya, Nicaragua. Financed by USAID/Nicaragua/GreenCom Project.
- 1997 **Trainer** for the Academy for Educational Development, Washington, DC. Led delivery of a 5-day course on interpretive design for parks and protected areas, Managua, Nicaragua. Financed by USAID/Nicaragua/GreenCom Project.
- 1997 **Trainer** for the Academy for Educational Development, Washington, DC. Conducted 3-day follow-up training and evaluation of field interpretive development projects in three Salvadoran protected areas. Financed by USAID/El Salvador/GreenCom Project.
- 1997 **Research consultant** for the Academy for Educational Development, Washington, DC. Participated on technical advisory panel responsible for guiding research directions and methodologies used in the design and evaluation of environmental communication interventions in GreenCom Project countries including.
- 1997 **Trainer** for the Academy for Educational Development, Washington, DC. Led delivery of a 5-day course on environmental interpretation and thematic communication parks and protected areas, Granada, Nicaragua. Financed by USAID/Nicaragua/GreenCom Project.

- 1997 **Trainer** for the Academy for Educational Development, Washington, DC. Led delivery of a 5-day course on behavior analysis and strategic environmental communication planning, Granada, Nicaragua. Financed by USAID/Nicaragua/GreenCom Project.
- 1996 **Research consultant** for INBio (Instituto Nacional de Biodiversidad), Costa Rica. Conducted image analysis among internal and external constituencies and provided recommendations for image building and image management.
- 1996 **Program development consultant** for Siberian Tiger Project financed by the Hornocker Wildlife Institute, Moscow, ID. Conducted field interviews, developed research instruments and developed recommendations for environmental education program development aimed at hunters and students in the Russian Far East.
- 1996 **Instructor** in six-week course, "Program Development and Social Marketing for Salvadoran Environmental Educators," financed by USAID/El Salvador (CLASPII) through Development Associates, Inc., Washington, DC. Course taught for 25 Salvadoran environmental educators on the University of Idaho campus.
- 1996 **Trainer** for USDA Forest Service, Caribbean National Forest, Puerto Rico. Conducted three-day workshop on environmental interpretive methods for staff of El Yunque Tropical Forest Interpretive Center and other Puerto Rican agencies and organizations.
- 1995-1996 **Academic director/instructor** for Development Associates, Inc. Washington, DC & USAID/El Salvador. Designed and led delivery of a nine-month Spanish-language course on protected area planning & management for 18 Salvadoran environmental planners. Course taught on the University of Idaho campus.
- 1995 **Planning consultant** for the GreenCom and PROMESA Projects in El Salvador. Conducted field studies and developed training plan for formal and nonformal environmental education components of a broad environmental management, sustainable development project. Financed by US Agency for International Development through the Academy for Educational Development, Washington, DC.
- 1995 **Trainer** for the Centre for Environmental Interpretation and Manchester Polytechnic University, Manchester, UK. Delivered two-day lecture series and workshop on the behavioral foundations of interpretive communication and interpretive planning.
- 1995 **Research consultant** for the Academy for Educational Development and USAID, Washington, DC. Wrote discussion paper on the application of human behavioral theory and research to designing environmental communication and education interventions for biodiversity conservation in Central America.
- 1995 **Trainer** for US Peace Corps/Guatemala. Taught 5-day course on strategic planning for environmental education for PVCs and host country counterparts in Río Honda, Guatemala.
- 1995 **Research consultant** for the Academy for Educational Development and USAID, Washington, DC. Conducted field studies and developed recommendations for behavioral research related to environmental communication and site-based interpretive programs in Honduran protected areas.
- 1995 **Trainer** for GreenCom Project/El Salvador. Led two-week course on training of trainers and observational field trip for Salvadoran protected areas personnel. Financed by US Agency for International Development through the Academy for Educational Development, Washington, DC.

- 1994 **Academic director/instructor** for Development Associates, Washington, DC and USAID/Bolivia. Designed and led delivery of a one-month Spanish-language course on nonformal environmental education methods for 25 rural community leaders from Bolivia. Course taught on the University of Idaho campus.
- 1994 **Keynote Speaker** and facilitator for Guatemala's First National Workshop on Environmental Education, Puerto Barrios, Guatemala. Contracted by U.S. Forest Service (Office of International Forestry) and U.S. Agency for International Development.
- 1994 **Planning consultant** for the Wildlife Conservation Society, Paseo Pantera Project. Participated on multidisciplinary planning team for interpretive development and reconfiguration at Tikal National Park, Petén, Guatemala.
- 1993 **Planning consultant** for Charles Darwin Foundation, Quito, Ecuador and Government of Spain, Madrid. Participated in planning and preliminary designs for three visitor centers in the Galápagos Islands. Financed by Government of Spain, International Cooperation Agency (AECI).
- 1993 **Trainer** for USDA Forest Service and USAID/Guatemala. Taught three-day course on environmental communication methods for 50 technicians working within USAID's "Caminos Rurales" Project, Petén, Guatemala.
- 1993 **Trainer** for World Wildlife Fund, Latin America Division. Delivered five-day course for project managers and technicians on strategic planning for environmental education within sustainable development projects, Oaxaca, México.
- 1993 - 1995 **Academic director** for Central American environmental education MS degree program at the University of Idaho. Directed graduate program for fourteen Central Americans studying environmental communication and interpretation at the University of Idaho. Funded by USAID/ROCAP Regional Natural Resource Management (RENARM) Project.
- 1992 **Trainer** for University of South Carolina, Baruch Institute. Taught two-day course for 20 Salvadorans on environmental communication methods and environmental awareness campaign planning.
- 1992 **Trainer** for USDA Forest Service. Lead instructor on environmental communication theory and application for two National Interpretive Skills Courses, Asheville, North Carolina and Portland, Oregon.
- 1992 - Present **Trainer** for the World Conservation Union (IUCN), Gland, Switzerland. Appointed to lead development of worldwide interpretive training initiative.
- 1991 - 1992 **Trainer** for Griffith University, NSW, Australia. Developed an instructional module on environmental interpretation in developing countries' protected areas. Produced for Griffith University's Masters of Environment external degree program.
- 1991 **Trainer** for Development Alternatives, Inc. and Tropical Research and Development. As part of DESFIL project, conducted workshop on designing interpretive trails, exhibits and visitor center planning for managers of Ecuadoran national parks and protected areas, Cotopaxi National Park, Ecuador.
- 1991 **Trainer** for National Program on Noncollegiate Sponsored Instruction, New York. Evaluated Peace Corps Forestry Training Program to determine academic credit potential.
- 1990 **Trainer** for U.S. Peace Corps. Presented session on environmental education for protected area management to Regional Training Workshop for APCDs, Galápagos National Park, Ecuador.

- 1990 **Research and writing consultant** for Development Alternatives, Inc. Wrote chapter on environmental education and extension for the Fragile Lands Synthesis Report (DESFIL Project).
- 1990 **Trainer** for Agricultural Development Consultants, Inc. Taught one-week course on environmental education planning and audiovisual communication for teachers and natural resource technicians in Guatemala.
- 1990 **Trainer** for Republic of Honduras and USAID/Honduras. Trained 35 Honduran extension specialists in interpretive methods and communication techniques for lay audiences.
- 1990 **Visiting professor** of environmental education and rural community development at La Universidad Nacional de Costa Rica, Heredia, Costa Rica. Conducted workshops on interpretive methods for university faculty; conducted workshops on environmental education for school teachers and protected area managers. Designed evaluation instruments for environmental education training programs.
- 1979 -1999 **Director of Natural Resources Communication Laboratory**, College of Forestry, Wildlife and Present Range Sciences, University of Idaho.

EDUCATION:

- 1982 Ph.D., Forestry, Wildlife and Range Sciences, University of Idaho.
- 1978 M.S., Forestry, Washington State University.
- 1974 B.S., Forest Management, Washington State University.

LANGUAGES: English: native
 Spanish: fluent in technical and business discussions (FSI Rating 3+)

SELECTED PUBLICATIONS:

Books, Monographs and Book Chapters:

- Ham, S. (Forthcoming). *Thematic Interpretation—Theory and Practice*. Lincoln Street Books.
- Ham, S. (Forthcoming). *Interpretation -- A Practical Guide for People with Big Ideas and Small Budgets* (2nd Edition). Golden, Colorado, USA: Fulcrum/North American Press.
- Ham, S., Brown, T., Curtis, J., Weiler, B., Hughes, M., & Poll, M. (2009). *Promoting Persuasion in Protected Areas—A Guide for Managers*. Gold Coast, Australia: Collaborative Research Centre for Sustainable Tourism:
<http://www.crctourism.com.au/BookShop/BookDetail.aspx?d=656>
- Ham, S. & Weiler, B. (2006). *Development of a Research-based Tool Kit for Evaluating Interpretation*. Australian Collaborative Research Centre for Sustainable Tourism:
http://www.crctourism.com.au/CRCBookshop/page.aspx?page_id=2&productID=475
- Ham, S. & Weiler, B. (2005). *Interpretation Evaluation Tool Kit: Methods and Tools for Assessing the Effectiveness of Face-to-Face Interpretive Programs*. Collaborative Research Centre for Sustainable Tourism:
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- Edwards, S., McLaughlin, W. J. & Ham, S. H. (2003). A regional look at ecotourism policy in the Americas. In D. Fennell & R. Dowling (Eds) *Ecotourism: Policy and Planning*. Wallingford, UK: CAB International, 293-307.
- Ham, Sam H. (2002). Cognitive Psychology and Interpretation: Chapter 16 in: Hooper-Greenhill, Eilean (ed.), *The Educational Role of the Museum (2nd edition)*. London: Routledge, 161-171.
- Ham, Sam H. and Weiler, B. (2002). Interpretation as a Centrepiece in Sustainable Wildlife Tourism. Chapter 3 in, Harris, R., Griffin, T. & Williams, P (eds.) *Sustainable Tourism: A Global Perspective*. London: Butterworth-Heinemann, 35-44.
- Weiler, B. and Ham, S. (2001). Tour Guide Training: Lessons for Malaysia about What Works and What's Needed: In: Nyland, Chris.; Smith, Wendy; Smyth, Russell; and Vicziany, Marika, (eds.), *Malaysian Business in the New Era*, Cheltenham, Gloucestershire, UK: Edward Elgar Publishing Limited, 149-161.
- Weiler, B. and Ham, S. (2001). Perspectives on the Future of Tour Guiding. Pp. 255-264 in, Lockwood, A. and S. Medlik (eds.), *Tourism and Hospitality in the 21st Century*. UK: Butterworth-Heinmann.
- Weiler, B. and Ham, S. (2001). Tour Guides and Interpretation in Ecotourism. Chapter 35 in Weaver, D. (ed.), *The Encyclopedia of Ecotourism*. Wallingford, UK: CABI Publishing, 549-563.
- Chambers, Nina and Ham, Sam H. (1995). Strengthening Conservation Planning Through Community Education. In Saunier, R.E. and R.A. Meganck (eds.), *Conservation of Biodiversity and the New Regional Planning*. Washington, DC: Organization of American States/IUCN--The World Conservation Union, 75-92.
- Ham, Sam H. (1992). *Environmental Interpretation -- A Practical Guide for People with Big Ideas and Small Budgets*. Golden, Colorado, USA: Fulcrum/North American Press.
- Ham, Sam H. (1992). *Interpretación Ambiental -- Una Guía Práctica para Gente con Grandes Ideas y Presupuestos Pequeños*. Golden, Colorado, USA: Fulcrum/North American Press.
- Ham, Sam H. and Sutherland, David S. (1992). Crossing Borders and Rethinking a Craft--Interpretation in Developing Countries. In, Machlis, G. and D. Field (eds.). *On Interpretation--Sociology for Interpreters of Natural and Cultural History* (Revised Edition). Corvallis, OR: Oregon State University Press, 251-274.
- Ham, Sam H. and Sutherland, David S. (1991). Environmental Education and Extension in Latin America and the Caribbean. Chapter 11 in Young, P. (ed.). *Fragile Lands Management in Latin America and the Caribbean: A Synthesis*. Bethesda, MD: Development Alternatives, Inc., 265-295.
- Ham, Sam H. (1986). Social Program Evaluation and Interpretation. Chapter 1 in *Interpretive Views--Evaluating Interpretation in the National Park Service*, Machlis, G.E. (ed.). Washington, D.C.: National Parks and Conservation Association, 9-38.

Executive Editorship of Books in Fulcrum Publishing's Applied Communication Series:

- Moscardo, G., Ballantyne, R. & Hughes, K. (2007). Golden, CO: *Signs and Exhibits: Principles in Practice*. Fulcrum Publishing. S. Ham, Series Editor.
- Ward, C. & Wilkinson A. (2006). *Conducting Meaningful Interpretation: A Field Guide for Success*. Golden, CO: Fulcrum Publishing. S. Ham, Series Editor.
- Black, R. and Weiler, B. (Eds.). (2004). *Interpreting the Land Down Under: Australian Heritage Interpretation and Tour Guiding*. Golden, CO: Fulcrum Publishing. S. Ham, Series Editor.

Lawson-Dunn, T. (1997). *Reference Guide to the Global Environment*. Golden, CO: Fulcrum Publishing. S. Ham, Series Editor.

Hooper, J. (1997). *Effective Slide Presentations*. Golden, CO: Fulcrum Publishing. S. Ham, Series Editor.

Strauss, S. (1996). *The Passion Fact—Techniques for Writing and Telling Stories*. Golden, CO: Fulcrum Publishing. S. Ham, Series Editor.

Selected Refereed Journal Articles and Conference Papers:

Bucy, D., & Ham, S. (Accepted pending final revisions). Why do themes work? *J. of Interpretation Research*.

Hall, T., Ham, S., & Lackey, B. (Accepted pending final revisions). An empirical evaluation of the attention capture and holding power of novel signs aimed at park visitors. *J. of Interpretation Research*.

Hughes, M., Ham, S., & Brown, T. (Accepted pending final revisions). Influencing park visitor behavior: Is theory based communication the answer? *J. of Parks and Recreation Administration*.

Powell, R., Kellert, S. & Ham, S. (In press). Interactional Theory and the Sustainable Nature-based Tourism Experience. *Society and Natural Resources*.

Smith, L., Weiler, B. & Ham, S. (2008). Measuring emotion at the zoo. *International Journal of Zoo Education* 44, 27-31. http://www.izea.net/education/journal%2044%202008_measuring%20emotion%20at%20the%20zoo.pdf

Powell, R. & Ham, S. (2008). Can Ecotourism Interpretation Really Lead to Pro-Conservation Knowledge, Attitudes and Behaviors? Evidence from the Galapagos Islands. *Journal of Sustainable Tourism* 16(4): 467-489.

Powell, R., Kellert, S. & Ham, S. (2008). Antarctic Tourists—Ambassadors or Consumers? *Polar Record* 44:233-241.

Ham, S. & Weiler, B. (2007). Isolating the Role of On-site Interpretation in a Satisfying Experience. *Journal of Interpretation Research* 12(2): 5-24.

Ham, S. (2007). From Interpretation to Protection: Is There a Theoretical Basis? *Journal of the Association for Heritage Interpretation* 12(3): 20-23.

Ham, S. (2007). Can Interpretation Really Make a Difference? Answers to Four Questions from Cognitive and Behavioral Psychology. In, *Proceedings of the Interpreting World Heritage Conference*, Vancouver, Canada, March 25-29, pp. 42-52.

Curtis, J., Weiler, B. & Ham, S. (2006). Gaining Visitor Acceptance of Alternative Transportation Systems in Australian National Parks. In O'Mahony, G. & Whitelaw, P. (Eds.), *To the City and Beyond*. Proceedings, Council for Australian University Tourism and Hospitality Education Conference (CAUTHE), 1027-1031.

Weiler, B. & Ham, S. (2006). Identifying and Priorising the Desired Outcomes of Interpretation: Stage One of the Development of the Interpretation Evaluation Tool Kit. In O'Mahony, G. & Whitelaw, P. (Eds.), *To the City and Beyond*, proceedings, Council for Australian University Tourism and Hospitality Education Conference (CAUTHE), Paper 214, pp. 1236-1239.

Black, R. & Ham, S. (2005). Improving the Quality of Tour Guiding—Towards a Model for Tour Guide Certification. *Journal of Ecotourism* 4(3): 178-195

- Yamada, N. & Ham, S. (2005). Impact assessments for interpretation: their advantages, disadvantages, and applications. *Japanese Journal of Environmental Education* 15(1): 2-10.
- Weiler, B. & Ham, S. (2005). Relationships between Tourist and Trip Characteristics and Visitor Satisfaction: A Case Study of the Panama Canal Watershed. In Tremblay, P. & Boyles, A. (Eds.), *Sharing Tourism Knowledge*, refereed research proceedings, Council for Australian University Tourism and Hospitality Education Conference (CAUTHE). CD proceedings, no pp.
- Ham, S. and Weiler, B. (2004). Diffusion and Adoption of Thematic Interpretation at an Interpretive Historic Site. *Annals of Leisure Research* 7(1): 1-17.
- Yamada, N. and Ham, S. (2004). Assessing Interpretation: Evaluative Concepts and Application to Natural Parks. *Japanese Journal of Outdoor Education* 7(2): 1-12.
- Lackey, B. and Ham, S. (2003). Assessment of Communication Focused on Human-Black Bear Conflict at Yosemite National Park. *Journal of Interpretation Research* 8(1): 25-40. <http://www.interpnet.com/JIR/pdf/JIR-v8n1.pdf>
- Ham, S. and Weiler, B. (2003). Capacitación para Guías Turísticos en Latinoamérica: Un Modelo para Desarrollar Capacidad Humana Sostenible. *Estudios y Perspectivas en Turismo* 12(1-2): 24-47.
- Ham, S. and Weiler, B. (2003). Diffusion and Adoption of Thematic Interpretation at an Interpretive Historic Site. Presented to the National Conference of Interpretation Australia, Melbourne, Australia, September.
- Lackey, B. and Ham, S. (2003). Contextual Analysis of Interpretation Focused on Human-Black Bear Conflicts in Yosemite National Park. *Journal of Applied Environmental Education and Communication* 2(1): 11-21.
- Lackey, B. and Ham, S. (2003). Analysis of Interpretive Communication Focused on Human-Bear Conflicts in Yosemite National Park. Presented to the National Conference of the National Association for Interpretation, Sparks, Nevada, USA, November.
- Ham, S. and Weiler, B. (2002). Toward a Theory of Quality in Cruise-Based Nature Guiding. *Journal of Interpretation Research* 7(2): 29-49. <http://www.interpnet.com/JIR/pdf/v7n2.pdf>
- Weiler, B. and S. Ham. (2002). Tour Guide Training: A Model for Sustainable Capacity Building in Developing Countries. *Journal of Sustainable Tourism* 10(1): 52-69.
- Yu, Xin, B. Weiler and S. Ham. (2001). Intercultural communication and mediation: A framework for analysing intercultural competence of Chinese tour guides. *Journal of Vacation Marketing* 8(1):75-87.
- Black, R., Ham, S., and Weiler, B. (2001). Ecotour guide training in less developed countries: some preliminary research findings. *Journal of Sustainable Tourism* 9(2):147-156.
- Weiler, B. and Ham, S. (2001). A Comparative Analysis of Ecotour Guiding on Cruise-Based Tours. In proceedings, National Tourism and Hospitality Research Conference (CAUTHE), Canberra, Australia, February 7-10.
- Ham, S. and Weiler, B. (2000). Guide Training and Sustainable Development in Peripheral Areas. In proceedings of the 9th Nordic Tourism Research Conference, Tourism in Peripheral Areas – Experiences for the 21st Century, Research Centre of Bornholm, Denmark, October 12-15.
- Weiler, B. and Ham, S. (2000). Tour Guide Training: Lessons for Malaysia about What Works and What's Needed. Presented to International Symposium on Malaysian Business in the New Era, Kuala Lumpur, Malaysia, February 25.

- Weiler, B. and Ham, S. (1999). Training Ecotour Guides in Developing Countries: Lessons Learned from Panama's First Guides Course. Pp. 10-19 in *New Frontiers in Tourism Research*, Proceedings of Research and Academic Papers presented at the International Society of Travel and Tourism Educators Conference, Vancouver, BC, Canada, November 4-7.
- Ham, S. (1999). One Perspective on the Evolution of Interpretive Research. Keynote presentation to the International Symposium on Society and Resource Management, Brisbane, Australia, July 6-10.
- Ham, S. and Weiler, B. (1999). Training Ecotour Guides in Central America: Lessons Learned and Implications for Regional Guide Training and Certification. Paper presented to the Central American Regional Conference on Cleaner Technology and Environmental Management for the Tourism Industry, Guatemala City, Guatemala, September 1-3.
- Shuman, D. and Ham, S. (1997). Toward a Theory of Commitment to Environmental Education Teaching. *Journal of Environmental Education* 28(2):25-32.
- Ham, S. (1997). Environmental Education as Strategic Communication—A Paradigm for the 21st Century. *Trends* 34(4):4-6,47.
- Ham, S. and Krumpel, E. (1996). Identifying Audiences and Messages for Nonformal Environmental Education--A Theoretical Framework for Interpreters. *Journal of Interpretation Research* 1(1):11-23.
<http://www.interpnet.com/JIR/pdf/v1n1.pdf>
- Wyant, J., Meganck, R. and Ham, S. (1995). The Need for an Environmental Restoration Decision Framework. *Ecological Engineering* 5:417-420.
- Wyant, J., Meganck, R. and Ham, S. (1995). A Planning and Decision-Making Framework for Ecological Restoration. *Environmental Management* 19(6):789-796.
- Ham, S. and Meganck, R. (1994). Environmental Interpretation in Developing Countries: Crossing Borders and Rethinking a Craft. *Legacy* 5(1):18-22.
- Ham, S., Sutherland, D. and Meganck, R. (1993). Applying Environmental Interpretation in Protected Areas in Developing Countries. *Environmental Conservation* 20(3):232-242.
- Ham, S. and Meganck, R. (1993). The Transferability of U.S. Environmental Education Programs in Rural Central America: A Case Study from Honduras. *La Educación* 115(2):289-301.
- Sutherland, D. and Ham, S. (1992). Child-to-Parent Transfer of Environmental Ideology in Costa Rican Families: An Ethnographic Case Study. *Journal of Environmental Education* 23(3):9-16.
- Ham, S. (1992). Research on Barriers to Environmental Education in Elementary Schools--Implications for Libraries. *Green Library Journal* 1(2):41-44.
- Ham, S. (1990). Reflexiones sobre la Educación Ambiental en Centroamérica y Algunas Sugerencias acerca de Su Desarrollo. *Biocenosis* 6(1&2):6-9.
- Strassman, J. and Ham, S. (1990). Interpreting Controversial Species: A Case Study and Principles. *Journal of Interpretation* 14(2):7-19.
- Ham, S. and Castillo, L. (1990). Elementary Schools in Rural Honduras: Problems in Exporting U.S. Environmental Education Models to Developing Countries. *Journal of Environmental Education* 21(4):27-33.

- Ham, S. and Castillo, L. (1990). Problemas Potenciales en la Introducción de Modelos de Educación Ambiental Estadounidenses -- Estudio del Caso de las Escuelas Rurales de Honduras. *Biocenosis* 7(1):33-39.
- Ham, S., Sutherland, D. and Barborak, J. (1989). Role of Protected Areas in Environmental Education in Central America. *Journal of Interpretation* 13(5):1-7.
- Ham, S. (1989). Identifying Obstacles to Environmental Education: Analysis and Implications for Interpreters. *Journal of Interpretation* 12(2):5-18.
- Ham, S. and Sewing, D. (1988). Barriers to Environmental Education. *Journal of Environmental Education* 19(2):17-24.
- Ham, S., Rellergert-Taylor, M., and Krumpke, E. (1988). Reducing Barriers to Environmental Education. *Journal of Environmental Education* 19(2):25-33.
- Ham, S.H., Langseth, R.L., and Fazio, J.R. 1985. Back to Definitions in Environmental Education: The Case of Inland Northwest Camps. *Journal of Environmental Education* 16(4):11-15.
- Ham, S.H. 1984. Communication and Campground Recycling Programs. *Journal of Environmental Education* 15(2):17-20.
- Ham, S. H. 1983. Cognitive Psychology and Interpretation: Synthesis and Application. *Journal of Interpretation* 8(1):11-27.
- Ham, S.H. 1980. The Significance of the Family as a Unit of Analysis in Interpretive Research. In Proceedings, National Workshop of the Association of Interpretive Naturalists, October 6-10, Cape Cod, Massachusetts, 194-198.
- Ham, S.H., and Shew, R.L. 1979. A Comparison of Interpreters' and Visitors' Assessments of Conducted Interpretive Activities. *Journal of Interpretation* 4(2):39-44.

Selected Technical Reports and Invited Publications:

- Ham, S., Weiler, B., Hughes, M., Brown, T., Curtis, J., & Poll, M. (2008). *Asking Visitors to Help: Research to Guide Strategic Communication for Protected Area Management*. Final Technical Research Report (Project 80039). Gold Coast, Australia: Collaborative Research Centre for Sustainable Tourism. <http://www.crctourism.com.au/BookShop/BookDetail.aspx?d=586>
- Ham, S. (2005). Wildlife Theater—Some Thoughts on Wildlife Interpretation and the Next Decade. *Out & About* 11(1): 1, 11. (Invited article for 10th Anniversary of the US Fish & Wildlife Service on-line newsletter.) <http://www.fws.gov/pacific/publications/out&about/Winter2005.pdf>
- Ham, S. (2005). What's New in Interpretation Around the World. *Interpretation* 10(1): 4-7. (Invited article for the Association of Heritage Interpretation, UK.)
- Ham, S., Housego, A. & Weiler, B. (2005). *Tasmanian Thematic Interpretation Planning Manual*. Hobart: Tourism Tasmania. http://www.tourism.tas.gov.au/publications/thematic_interpretation_manual
- Ham, S. & Weiler, B. (2005). *Interpretation Evaluation Tool Kit: Methods and Tools for Assessing the Effectiveness of Face-to-Face Interpretive Programs*. Gold Coast, Australia: Final Research Report to the CRC for Sustainable Tourism. http://www.crctourism.com.au/CRCBookshop/page.aspx?page_id=2&productID=475

- Ham, S. & Weiler, B. (2005). *Development and refinement of a methodology and evaluation tools for assessing interpretation outcomes*. Gold Coast, Australia: Final Research Report to the CRC for Sustainable Tourism. http://www.crctourism.com.au/CRCBookshop/page.aspx?page_id=2&productID=475
- Ham, S. & Weiler, B. (2005). *Experimental evaluation of persuasive communication strategies aimed at influencing problem visitor behaviour at Port Campbell National Park*. Final research report to Parks Victoria. Melbourne, Australia: Monash University, Tourism Research Unit.
- Ham, S. (2004). *EROT: An Introduction to Thematic Interpretation in Tasmania (Trainers Package)*. Hobart: Tourism Tasmania.
- Ham, S. (2004). *Supplemental Workbook for TORE™ Workshop Survivors: A Handbook of Follow-up Activities and Readings Designed to Reinforce TORE™ Principles for Thematic Interpretation*. Hobart: Tourism Tasmania.
- Ham, S. (2004). Interpretation Isn't Magic: An Academic's View on the Role of Research in Teaching Interpretation. *Journal of Interpretation Research* 9(1): 65-68. <http://www.interpnet.com/JIR/pdf/JIR-v9n1.pdf>
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- Ham, S. and Weiler, B. (2003). Interpretation is Persuasive When Themes are Compelling. *Interpret Scotland* 8 (Autumn 2003): 3.
- Ham, S. (2003). Rethinking goals, objectives and themes: a considered reaction to "Using interpretive themes and objectives will make your program planning easier and more effective." *Interpscan* 29(4): 9-12.
- Ham, S. and O'Brien, T. (2003). *Communication Strategy for the Gulf of California Conservation Fund—The Baja Forever! Campaign*. Mexico City / New York: The Mexican Foundation for Nature Conservation / Lindblad Expeditions.
- Ham, S. (2002). Some thoughts on an unfortunate recurring question. *Nature Center Directors' Newsletter*, National Association for Interpretation, Fort Collins, Colorado, USA, December.
- Lackey, B., Ham, S. and Quigley, H. (2002). *Message Catalog: Human-Bear Messages in Yosemite Valley*. Center for International Training and Outreach, Dept. of Resource Recreation and Tourism, University of Idaho.
- Ham, S. (2001). A Theory-based Approach to Campaign Planning for Travelers' Philanthropy. Presentation to Traveler's Philanthropy Summit, hosted by Business Enterprises for Sustainable Tourism (BEST), Punta Cana Resort, Dominican Republic, 9-11 November.
- Ham, S. (2001). Recommendations for USAID Involvement in Ecotourism Activities in Bolivia. Consultant's Final Report submitted to International Resources Group, Washington, DC and US Agency for International Development, La Paz, Bolivia.
- Ham, S. (2001). Plan de Uso Público. Componente del Plan Nuevo para el Manejo del Monumento Nacional Ruinas de Copán, Honduras. Gainesville, FL: Wildlife Conservation Society, Mesoamerican Division.
- Lackey, B. and Ham, S. (2001). Human-Bear Interaction Assessment, Yosemite National Park, California. Interim Report submitted to the National Park Service and The Yosemite Fund, November.
- Weiler, B., Ham, S., Armstrong, K., Black, R., Price, G. and Faggetter, R. (2001). Development of Training Modules for Integrated II&E. Melbourne, Australia: Parks Victoria.

- Van Gameron, M. and Ham, S. (2001). Principles of Interpretation. *Information, Interpretation and Education Manual*. Melbourne, Australia: Parks Victoria.
- Weiler, B. and Ham, S. (2001). Thematic Interpretation. *Information, Interpretation and Education Manual*. Melbourne, Australia: Parks Victoria.
- Ham, S. and Weiler, B. (2000). *Profile of Tourists in Panama Canal Watershed Protected Areas: Final Research Report* (AED Order 222429-30). Washington, DC: Academy for Educational Development/GreenCOM Project.
- Ham, S. and Weiler, B. (2000). *Panama Tour Operators Study: Final Research Report* (AED Order 222429-30). Washington, DC: Academy for Educational Development/GreenCOM Project.
- Ballantyne, R., Ham, S., Weiler, B.; Crabtree, A., and Hughes, K. (2000) *Tour Guiding: Developing Effective Communication and Interpretation Techniques*. NTSC Version--Video and Workbook Package. Moscow, Idaho, USA: University of Idaho, College of Natural Resources, Center for International Training and Outreach.
- Edwards, S., McLaughlin, W. and Ham, S. (1999). *Analysis of Ecotourism Policies in the Americas, Volume 1*. Organization of American States, Washington, DC.
- Edwards, S., McLaughlin, W. and Ham, S. (1999). *Analysis of Ecotourism Policies in the Americas, Volume 2*. Organization of American States, Washington, DC.
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- Ham, S. (1996). Educación Ambiental--El Papel Estratégico de la Comunicación en el Desarrollo Sostenible en América Central. San José, Costa Rica: National Biodiversity Institute (INBio).
- Ham, S. and Krumpel, E. (1995). Role of Site-Based Interpretive Programs in Biodiversity Conservation in Central American Protected Areas--An Application of the Theory of Reasoned Action and Theory of Planned Behavior. Prepared for Academy for Educational Development, Technical Advisory Group Meeting, Washington, DC.
- Ham, S. (1995). National Training Plan for Environmental Interpretation in Salvadoran National Parks and Protected Areas. Report to U.S. Agency for International Development/El Salvador and Academy for Educational Development, Washington, DC.
- Ham, S. (1995). Early and Late Summer Trail Users at Tikal National Park, Guatemala. Gainesville, FL: Wildlife Conservation Society.
- Ham, S. (1995). Plan Nacional para la Capacitación de Interpretación Ambiental en las Áreas Protegidas de El Salvador. San Salvador, El Salvador: Proyecto PROMESA/GreenCom.
- HaySmith, L. and Ham, S. (1995). Social Marketing to Select Ecologically and Socially Significant Wildlife Species for Monitoring Programs. Final Report to U.S. Fish and Wildlife Service, Washington, DC.
- Medlin, N. and Ham, S. (1992). *A Handbook for Evaluating Interpretive Services*. Ogden, UT: USDA Forest Service/Recreation, Intermountain Region.

- Ham, S. (1991). *Elaborando una Estrategia de Educación Ambiental al Nivel del Proyecto*. Moscow, ID: College of Forestry, Wildlife and Range Sciences, Department of Resource Recreation and Tourism.
- Ham, S. and Valencia, I. (1990). *Estrategia de Educación Ambiental para la Fundación del Centavo*. Guatemala City, Guatemala: Fundación del Centavo.
- Ham, S. (1990). *El Papel de los Científicos en la Transferencia de Tecnología*. Heredia, Costa Rica: Universidad Nacional, Facultad de Ciencias Exactas y Naturales.
- Ham, S. and Castillo, L. (1989). *Análisis de la Situación de Educación Ambiental en las Escuelas del Area Rural de Honduras*. Tegucigalpa, Honduras: Universidad Nacional Autónoma, Semana Científica.
- Ham, S. and Castillo, L. (1988). *Situational Analysis for Environmental Education in Rural Honduras*. Moscow, ID: Idaho Forest, Wildlife and Range Experiment Station Contribution No. 440, College of Forestry, Wildlife & Range Sciences, University of Idaho.
- Ham, S. and Castillo, L. (1988). *Análisis de la Situación de Educación Ambiental en las Escuelas del Area Rural de Honduras*. Moscow, ID: Idaho Forest, Wildlife and Range Experiment Station Contribution No. 441, College of Forestry, Wildlife & Range Sciences, University of Idaho.

Selected Invited Addresses and Scholarly Presentations:

- Ham, S. (2008). "The Endgame of Interpretation." Keynote address to the Colorado Open Space Alliance Conference, Estes Park, Colorado, September 16.
- Ham, S. (2008). "When would you know if you did a good job? Thoughts on the Endgame of Interpretation." Keynote address to the Pennsylvania State Parks Congress, Harrisburg, PA, May 1,
- Ham, S. (2008). "Enhancing Visitor Experiences and Making a Difference on Purpose." Keynote address to the National Association for Interpretation Conference, Arcata, CA, March 7.
- Ham, S. (2007). "Enhancing Travel Experiences and Making a difference in the World." Keynote address to the Educational Travel Conference, Baltimore, Maryland, February 22.
- Ham, S. (2007). "Comunicación Estratégica para la Sostenibilidad" ("Strategic Communication for Sustainability"). Invited public speech delivered at the Universidad Politécnica de Valencia, Valencia, Spain, June 27.
- Ham, S. (2007). "Can Interpretation Really Make a Difference? Answers to Four Questions from Cognitive and Behavioral Psychology." Paper presented to the *Interpreting World Heritage Conference*, Vancouver, Canada, March 25-29.
- Ham, S. (2007). "From Interpretation to Protection—Is There a Theoretical Basis?" Paper presented to the Vital Spark of Interpretation Conference, Aviemore Scotland, October 2.
- Ham, S. (2006). "The Endgame of Interpretation—Three Paradigms for Viewing Success." Keynote address to the National Association for Interpretation Conference, North Bend, Washington, April 13.
- Ham, S. (2006). "Hot Coffee, Brown Pants and Sustainability. A Reply to Rob McGauran's keynote on the Sustainable City." Invited address to the national research conference of the Council of Australian Universities in Tourism and Hospitality Education, (CAUTHE) in reply to the conference keynote, Melbourne, Australia, February 6. <http://travel.thepodcastnetwork.com/2006/03/30/travel-show-011-hot-coffee-brown-pants-and-the-sustainability-of-tourism>

- Ham, S. (2006). "Thematic Interpretation and Adding Value to Your Product." Keynote address to the Alaska Wilderness, Recreation and Tourism Association Conference, Seward, Alaska, March 2.
- Ham, S. (2006). "Meaning Making as the Endgame of Interpretation." Keynote address to the Public Lands Institute conference (Forever Earth/Outdoor World EE conference). University of Nevada, Las Vegas, 24 January.
- Ham, S. (2005). "What is 'Quality' Interpretation? Theoretical Perspectives on the Endgame." Keynote address to the Baltic States Experts Meeting on Environmental Communication, Institute for Environmental Communication and Sustainability, University of Lüneburg, Germany, 9 November.
- Ham, S. (2005). "A Perspective on the Evolution of Interpretive Research." Keynote address to the Baltic States Experts Meeting on Environmental Communication, Institute for Environmental Communication and Sustainability, University of Lüneburg, Germany, 10 November.
- Ham, S. (2005). "Museum Theatre Making a Difference by Making Meaning—Research and Theory for Thematic Theatres." Keynote address to the International Museum and Theatre Alliance (IMTAL) conference, Canberra, Australia, 14 October.
- Ham, S. (2005). "The Meaning of Meaning in Tourist Experience: Thoughts on Why We Interpret Natural and Cultural Heritage." Keynote address to the Interpretation Australia Association (IAA) National Conference, Strahan, Tasmania, 5 October.
- Ham, S. (2004). "The Psychology of Giving—Lessons Learned for Travelers' Philanthropy." Invited address to the World First Conference on Travelers' Philanthropy, Stanford University, Institute for International Studies, Palo Alto, California, USA, April 14.
- Ham, S. (2004). "Special Events as Communication Events—Creating Unforgettable Experiences by Making Meaning." Keynote address to Events Xchange Conference, Launceston, Tasmania, May 19.
- Ham, S. (2004). "The 'Trick' in Interpretation is Knowing the End Game." Keynote address to the national conference of Interpretation Canada, Lethbridge, Alberta, October 21.
- Ham, S. (2004). "Accomplishments and New Horizons for Tasmania's Tourism Industry." Keynote address to the Independent Tour Operators of Tasmania Convention, Launceston, Tasmania, July 27.
- Ham, S. (2003). "Ecotourism--Making a Difference by Making Meaning." Keynote address to the National Conference of Ecotourism Australia, Adelaide, South Australia, November 10.
- Ham, S. (2003). "Small Ideas and Big Budgets Versus the Tasmanian Experience Strategy." Invited address to Scottish Forest Enterprise, Glenmore, Scotland, April 2.
- Ham, S. (2002). "Theoretical and Philosophical Foundations of Interpretation." Keynote address to the Taiwan, USA and Australia International Symposium on Interpretation and Ecotourism. Taichung City, Taiwan, November 4.
- Ham, S. (2002). "One Perspective on the Evolution of Interpretive Research." Keynote address to the Taiwan, USA and Australia International Symposium on Interpretation and Ecotourism. Taichung City, Taiwan, November 4.
- Ham, S. and B. Weiler. (2002). "Interpretation as the Centerpiece of Sustainable Tourism." Keynote address to the Taiwan, USA and Australia International Symposium on Interpretation and Ecotourism. Taichung City, Taiwan, November 5.
- Ham, S. (2002). "Meaning Making and Interpretation in the Tasmanian Tourism Industry." Keynote address to the Tasmanian Conference on the Theory and Practice of Interpretation in Tourism, University of Tasmania, Hobart, October 27.

- Ham, S. (2002). "Making of the Galapagos Conservation Fund: A Case Study in the Psychology of Philanthropic Travel for Local Conservation." Presentation to the BEST Summit on Traveler's Philanthropy, Jacksonville, FL, September 21.
- Ham, S. (2002). "Meaning Making--The Premise and Promise of Interpretation." Keynote address to Scotland's First National Conference on Interpretation, Royal Botanic Gardens, Edinburgh, April 4.
- Ham, S. (2001). "Pathways to Human Capacity for Protected Area Management" Keynote address to Conservation International's Biodiversity Conservation Symposium, Washington, DC., April 24.
- Ham, S. and B. Weiler. (2001). "100,000 Beating Bird Hearts: Wildlife, Tourism and Interpretation." Keynote address to Australia's First International Conference on Wildlife Tourism, Hobart, Tasmania, October 31.
- Ham, S. (2001). "Confessions of a Road Warrior: Lessons Learned from Taking Interpretation Across Cultural Boundaries." Keynote address to National Association for Interpretation Eastern Regional Conference, Delaware, March 29.
- Ham, S. (2001). "Principles of Cross Cultural Interpretation." Invited presentation to the National Association for Interpretation Eastern Regional Conference, Delaware, March 29.
- Ham, S. (2001). "Selling Interpretation to Reluctant Bosses." Invited presentation to the National Association for Interpretation Eastern Regional Conference, Delaware, March 29.
- Ham, S. (2001). "Making Meaning and Experience: Perspectives on Interpreting the Goldfields." Keynote address to the Australian Conference on the 150th Anniversary of the Discovery of Gold, Bendigo, Victoria, Australia, October 29.
- Ham, S. (2001). "The Psychology of Philanthropic Travel and Fundraising for Local Conservation: Case Study of the Galapagos Conservation Fund." Invited address to Business Enterprises for Sustainable Travel (BEST) Summit on Traveler's Philanthropy, Punta Cana, Dominican Republic, November 10.
- Ham, S. and Weiler, B. (2001). "Ecotour Guiding in Sarawak." Invited address to Sarawak Ministry of Tourism, Kuching, Malaysia, July 11.
- Ham, S. and Weiler, B. (2000). "La Sopa Turística--La Receta para una Experiencia Total." Keynote address to Argentina's First Seminar on Scientific Tourism in the Natural Areas of Patagonia, Alerces National Park, Chubút, Argentina, March 18-24.
- Weiler, B. and Ham, S. (1999). "Training Ecotour Guides in Developing Countries: Lessons Learned from Panama's First Guides Course." Pp. 10-19 in *New Frontiers in Tourism Research*, Proceedings of Research and Academic Papers presented at the International Society of Travel and Tourism Educators Conference, Vancouver, BC, Canada, November 4-7.
- Ham, S. (1999). "One Perspective on the Evolution of Interpretive Research." Keynote presentation to the International Symposium on Society and Resource Management (ISSRM), Brisbane, Australia, July 6-10.
- Ham, S. and Weiler, B. (1999). "Training Ecotour Guides in Central America: Lessons Learned and Implications for Regional Guide Training and Certification." Paper presented to the Central American Regional Conference on Cleaner Technology and Environmental Management for the Tourism Industry, Guatemala City, Guatemala, September 1-3.
- Ham, S. (1997). "Beware of Interpreters Packing Little Ideas and Big Budgets." Keynote address to the National Conference of the Australian Association for Interpretation, Brisbane, Australia, September 28.

- Ham, S. (1997). "Environmental Education as Strategic Communication--A Paradigm for the 21st Century." Presented to the International Symposium on Human Dimensions of Natural Resource Management in the Americas, Belize City, Belize, February 27.
- Ham, S. and Krumpel, E. (1996). "A Belief-Centered Approach to Designing Environmental Education for Sustainable Development." Keynote presentation to the International Symposium, North American Association for Environmental Education Conference, San Francisco, CA, November 2.
- Ham, S. (1994). "El Abordaje Interpretativo." Keynote address to the First National Conference on Environmental Education, Puerto Barrios, Guatemala, July 10. Proceedings pp. 5-17.
- Ham, S. and Meganck, R. (1993). "Taking Environmental Interpretation to Developing Countries--Crossing Borders and Rethinking a Craft." Presented to National Conference of National Association for Interpretation, Washington, DC, November 17-22. Proceedings pp. 121-24.
- Ham, S. (1992). "Key Audiences for On-site Interpretation in Developing Countries--A Model with Implications for Training and Technical Assistance Programs." Invited address to the Fourth New World Conference on Environment and Archaeology, San Juan, Puerto Rico, Dec. 6-12.
- Ham, S. (1992). "Grupos Meta para la Interpretación dentro de Parques y Areas Protegidas. (Target Audiences for On-site Interpretive Programs in Parks and Protected Areas.)" Invited address to the IUCN's Fourth World Congress on Parks and Protected Areas, Caracas, Venezuela, Feb. 10-21.
- Ham, S. (1992). "Educación Ambiental Formal y No Formal Fuera del Sitio: Audiencias Estratégicas para Programas de Comunicación Relacionados a las Áreas Protegidas. (Formal and Non-formal Environmental Education: Strategic Audiences for Off-site Communication Programs Related to Parks and Protected Areas.)" Presented to the IUCN's Fourth World Congress on Parks and Protected Areas, Caracas, Venezuela, Feb. 10-21.
- Ham, S. (1991). "Taking Environmental Interpretation to Developing Countries' Protected Areas--Problems in Exporting a U.S. Model." Presented to the Third Global Congress of Heritage Interpretation, Honolulu, HI, Nov. 4-10.
- Ham, S. (1990). "Applying Global Reasoning in Local Interpretive Programs." Keynote Address to National Association for Interpretation, Portland, OR, October 16-19.
- Ham, S. (1990). "Research on Interpretation--What It Can Tell Us About the Differences Between Interpretation and Instruction." Presented to the National Association for Interpretation, Portland, OR, October 16-19.
- Ham, S. (1990). "Puntos Claves en la Planificación de un Programa de Educación Ambiental." Proceedings of the Third Workshop on Environmental Education, La Selva Biological Station, Costa Rica, March 9-11.
- Ham, S. (1990). "Obstáculos para la Educación Ambiental." Proceedings of the Third Workshop on Environmental Education, La Selva Biological Station, Costa Rica, March 9-11 (in press).
- Ham, S. and Castillo, L. (1989). "Análisis de la Situación de Educación Ambiental en las Escuelas del Área Rural de Honduras." La Universidad Nacional Autónoma de Honduras: *Semana Científica* 7:191.
- Ham, S. (1989). "Problems in Transferring U.S. Environmental Education Models to Developing Countries: A Case Study from Honduras." In, Research Proceedings, National Association for Interpretation, St. Paul, MN, November 5-10.