

This was a program that was held in 2002. This document provided as example.

## Interpretive Guide Training

This workshop is the first topic of a larger *Guide Training Curriculum* being developed by Texas A&M University and Southwest Texas State University to assist individuals interested in interpretive guiding (nature tourism outfitting), or to become more informed about developing nature tourism (ecotourism). Future workshops and online educational materials will focus on other topics such as (but not be limited to): natural resource assessment and management for nature tourism; marketing a nature based business; Web site development and Internet marketing; successful visitor hospitality and recreational programming.

**Who is this workshop for?** Novice and professional guides, public and private, or other interested individuals.

**Dates:** Sept 4<sup>th</sup> and 5<sup>th</sup>, 2002 (see attached program for details)

**Location:** Lacopita Ranch, a Texas A&M Facility located 1 ½ hours northwest of Corpus Christi, Texas. (see La Copita.com at <http://agfacts.tamu.edu/~mPhillips/lacopita.html>)

**Price:** \$115 per person, Includes meals (1 Breakfast, 2 Lunch, 1 Dinner)  
Lodging for up to 12 guests available at the ranch bunkhouse at \$10/night, (1 room with 4 bunk beds available for staff, or overflow). Hotels in Alice, Texas are an option. Lodging at ranch bunkhouse available for Sept. 3<sup>rd</sup> at \$10/night.

**Capacity:** 12 people

**Materials:** Participants will receive a workbook with material covered in the workshop. Other Web based materials are being developed to support the Guide Training Curriculum and will be available to workshop participants.

**To register:** call Melinda at:  
or email  
Miles Phillips  
Andy Skadberg

**Instructors:**  
Dr. Jim Kimmel, Director  
Center for Nature and Heritage Tourism  
Southwest Texas State University

Miles Phillips, Nature Tourism Extension Specialist  
Texas Cooperative Extension  
Texas A&M University

Dr. Andy Skadberg, Extension Associate  
Texas Cooperative Extension  
Texas A&M University

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## *Program*

# LaCopita Guide Training Interpretive Workshop

### **Day 1**

10:00 – 10:30 Introductions (Participants tell about their background, their experience with guiding, and their goals for the workshop.)

10:30 – 11:00 Purpose and organization of the workshop (See last page for a detailed description of the required project to be completed by each participant.)

11:00 – 12:00 *What is interpretation and how can I use it?*

12:00 – 1:00 Working lunch (Group discussion on participants' experience with interpretation, guiding or outfitting – good, bad, and ugly)

1:00 – 2:00 *How do I develop good interpretation?*

2:00 – 2:30 Break and networking

2:30 – 3:30 *What do I interpret?*

3:30 – 5:00 *How do I develop guided interpretive programs?*

(15 min. break during this session)

5:00 – 6:00 *Available resources and how to use them?*

*Information about the larger **Guide Training Curriculum** and future opportunities*

Materials: List of Resources

Instructions on Use

Evening: Dinner, interpretive entertainment, work session.

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## **Day 2**

8:00 – 11:00 Assisted work session (We are available to help each person prepare their presentation).

11:00 – 12:00 Presentations (Presentations will be 10-12 min. long).

12:00 – 12:45 Lunch.

12:45 – 3:15 Presentations *continued*.

3:15 – 3:45 Complete Workshop Evaluation Form.

3:45 – 4:45 Group critique of presentations (Each participant will be evaluated by all participants and those evaluations will be given to the instructors. During this critique we will all discuss each presentation in a constructive manner.)

### **Project:**

Each participant will develop a 10-12 min. guided interpretative presentation on some aspect of La Copita Ranch. Participants will select a topic from 20-25 that can be interpreted around the La Copita ranch headquarters. We will do a lottery for topic assignments, then let participants trade topics once. We will provide resource information (books, access to the Internet, etc.) for them to use in the evening and morning work sessions. The purpose of the project is to develop and demonstrate *interpretive skills*, not topical knowledge. The rationale here is that an interpreter does not have to be a topical expert and that interpreters often have to interpret things they do not know a lot about. The emphasis will be on group and interpersonal dynamics – how well do they involve their audience, how well do they make use of knowledge that people in the audience have, how well do they pose questions to provoke and stimulate interest?

Participants will do their presentations after the working session of the second day. We and all other participants will evaluate each presentation. Finally, we will do a group critique, emphasizing what each person did well.

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### **Instructor Bios**

Dr. Jim Kimmel is an Associate Professor of Geography and Director of the Center for Nature and Heritage Tourism at Southwest Texas State University, San Marcos. His primary concentration is on interpretation as a form of product development for nature and heritage tourism in rural areas. He is a certified as an Interpretive Trainer by the National Association for Interpretation.

Mr. Miles Phillips Extension Program Specialist - Ecotourism  
Texas A&M University, Mr Phillips regularly conducts presentations, workshops and individual consultations with those interested in developing a nature tourism operation. He is a member of the Recreation, Parks and Tourism Sciences Department with joint appointment to the Wildlife & Fisheries Sciences Department. He holds a Masters Degree in Parks & Recreation Management and a BS Degree in Engineering with a minor in Marketing. Mr. Phillips works out of the Extension District 11 office in Corpus Christi serving Coastal and South Texas.

Dr. Andy Skadberg is an Extension Associate in the Department of Recreation, Park and Tourism Sciences at Texas A&M University in College Station Texas. He is primarily responsible for the development of the online resources for tourism development in the Department. Andy has been actively working with communities and individuals with nature tourism development since 1993 when he worked for the Texas Parks and Wildlife Department.