

Education

Yale University School of the Environment

1997

- Masters of Environmental Management. (W. Burch/S. Kellert)
- Focus on international community, development, biodiversity conservation, and environmental education
- Master's project focused on PRA-facilitated community-based ecotourism planning in Pululahua, Ecuador
- New Haven, Connecticut, USA

Dartmouth College

1992

- Double majored in Ecology and Government modified with environmental studies. (D. Meadows/R. Holmes/R. Masters)
- Studied terrestrial tropical ecology in Costa Rica (6 weeks) and coral reef ecology (3 weeks) in Jamaica. 1991.
- Co-edited group project that created [Dartmouth Organic Farm](#)
- Hanover, New Hampshire, USA

Foxborough High School, MA **1988**

Communications

Books & Articles — see select titles on pages 7-11 —

- 269 publications (30 in Spanish) in 96 periodicals
- *Guía de campo para escribir temas interpretativos poderosos* (book in production for 2023)
- *Esencia de la interpretación: Visión holística para experimentar y conservar el patrimonio natural y cultural en América Latina* with Marisol Mayorga (UNED 2021). 1st Lat. Am. university textbook in interp.
- *Interpretive Theme Writer's Field Guide* (NAI InterPress 2018)
- *The Future Has Other Plans: Planning Holistically to Conserve Natural and Cultural Heritage*, with Stephen McCool (Fulcrum 2016)
- *Fallout*, sci-fi-romance novella (Books to Go Now 2013)

Speaking and Presentations

- See [YouTube](#) for examples, English & Spanish

Photography

- 329 photos published with publications. [Flickr](#).
- Hon. Men. *Organic Gardening* Photo Contest. 2012.



Strengths: Heritage planning, facilitation, project design, interpretation, writing, translating, photography, editing
Interests: Integral Theory, Ultimate frisbee, [Exo Studies](#), World Heritage, global change, organic gardening, Law of One
Affiliations: NAI, InterEurope, InterpatMX, AIP, ICOMOS/ICIP, ICOMOS/Costa Rica, Climate Interpreter

Current Work

Professor, University of Costa Rica

March-July 2023. Workshop for thesis students.

National Marine Sanctuary Foundation

Aug 2022-24. Edition, doc prep, and translation English-Spanish.

Training for Public Use Management: US and Argentinian National Parks

Aug 2020-23. Working with George Wright Society, NPS, US embassy, professors from KSU, Clemson, UCR, 5 Argentine NPs.

Foreign Study Program Costa Rica

Under PUP, developing FSP on global history of park paradigms.

Methodology for Condition-Based Zoning in Monteverde Cloud Forest, Costa Rica

Ongoing. Tropical Science Center and PUP Consortium.

Toolmaking

- Developing new heritage toolbase based on private sector model.
- Condition-based protected area zoning, TSC-PUP 2019-
- Experience Opportunity Framework for Boulder City Parks, 2020
- Training and methodological manuals since 1997 for RARE, UNES-CO, Tropical Science Center, Peace Corps/Costa Rica National Zoo
- Trainings based on holistic approach such as interpretive training, public use managing, and designed PUP's Spanish interpretation webinar program, 1997-present
- Interpretive framework community-based interpretive planning, 1998-
- Public use planning process for RARE and UNESCO, 1998-2015
- Planning success index for CATIE/The Nature Conservancy, 2007
- Interpretive Guide Evaluation Tool 1997-present
- Interpretive itinerary design with GIS, 2004
- First formatted e-mag transmitted via the Internet in history, 1989

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[ResearchGate](#), [LinkedIn](#), [Flickr](#)
Skype: jonkohl

University Teaching

- **2022-23. University of Costa Rica (UCR).** Ecotourism major, Ecotourism Management Program. Teaching thesis workshop. On two thesis committees.
- **2022. UCR.** Ecotourism Management Program. Taught Public Use Planning and also Methods of Tourism Research for thesis development.
- **2020-23. UCR.** Biology School. Environmental Interpretation Program. Director a graduation project committee.
- **2018. UCR.** Environmental Interpretation Program. Taught Environmental Educ.
- **2012-2013. UCR.** Environmental Interpretation Program. Taught Environmental Interpretation and also Alternative Models in Protected Area Management.
- **2012. UCR.** Thesis advisor in interp.
- **2006-07. Latin American Protected Areas School/ University for International Cooperation,** Costa Rica.
- Taught park planning and communications for a Bachelor's in protected area management for employees of Costa Rica's National Conservation Area System as well as Adaptive Management and Organizational Learning in a virtual Master's for protected area management.
- **2001. Duke University.** Master's thesis committee director.
- **Guest lectures:** USA: Yale, Dartmouth, Clemson, Kansas State, Stony Brook, New Hampshire; Costa Rica: UCR, National University; Colombia: Universidad Externado
- **College textbook:** Coauthor with Dr. Marisol Mayorga of *Esencia de la Interpretación del Patrimonio*, for the course "Guiding Groups in Nature", offered by the Natural Resources Management Program, State Distance Learning University, Costa Rica



UNESCO Work

- **2022-2024.** Editorial Advisory Board for the International Centre for Interpretation and Presentation of World Heritage Sites. [WHIPIC-UNESCO](#), Korea.
- **2021.** December. Worked with [Santiago, Chile Office](#) to develop concept notes for various education programs, necessary for resource mobilization.
- **2021.** December. Participant and poster presentation for the UNESCO, ICOMOS, and IPCC [Co-sponsored Conference on Culture, Heritage, and Climate Change](#). See [my video](#).
- **2020-2018.** Worked with [Havana, Cuba Office](#) to research and write manual on cultural heritage management and planning that integrates resources from throughout UNESCO, ICOMOS, ICCROM, IUCN, and others. See [manuals page](#).
- **2006-2012.** Worked as consultant coordinator of Public Use Planning with the World Heritage Centre's Sustainable Tourism Programme to apply public use planning methodology in countries around the world.
- **2001-2003.** Assistant Director, Public Use Planning, RARE Center for Tropical Conservation. In a three-year project with UNESCO, UNEP, and UN Foundation, developed and applied public use planning in four World Heritage sites in Mexico and 2 in Indonesia.

Editing/Translating

Manuscript Editing and Preparation

- Many years offering editorial services for articles, manuals, press releases, websites, and all manner of written materials. I offer editorial strategy, content editing, copyediting, and proofreading.
- Currently under contract with the National Marine Sanctuary Foundation for document preparation (August 2022-24).
- See [magazine editing page 6](#).

Translation

- Translation from Spanish to English and with Marisol Mayorga English to Spanish. Many clients in non-profit and environmental sectors.
- Under contract with the Costa Rican Institute for Technology as a technical translator.
- We both are currently under contract with the National Marine Sanctuary Foundation for translation services (August 2022-24).
- Specialize in technical and scientific translation.

Simultaneous Interpretation

Have done simultaneous interpretation from English-Spanish for Zoom events as well as an in-person workshop for the US National Park Service. Usually combine with subject expertise.

Executive Director, PUP Global Heritage Consortium

2013–present

Founded a global consortium with CATIE (Costa Rica), Ecological Tourism in Europe (Germany), and the Consensus Building Institute (USA) among others. The Consortium unites people and institutions (75 members) dedicated to introducing holistic planning/management paradigms into heritage areas by creating equitable long-term relationships with participant heritage sites. It is the platform for public use planning (see below). www.pupconsortium.net. Offices in USA, Costa Rica, Mexico, and Colombia. See our seminal book (2016), *The Future Has Other Plans: Planning Holistically to Conserve Natural and Cultural Heritage*.



Co-organizer, I Latin American Congress for Heritage Interpretation

October 2018

As PUP director I coordinated with six institutions in Mexico, Colombia, Costa Rica, Peru, and Guatemala to organize [this historic event](#).



Heritage and Environmental Interpretation Trainer Americas, 2005–present

Honduras, USAID/ProParque, Instituto Nacional de Conservación y Desarrollo Forestal, August 2015-April 2016

August 2015 - February 2016. Following on three public use plans for national parks (PANACAM, Celaque, La Tigra) as well as Jeannette Kavas and Cuero y Salado, the PUP Consortium will facilitate interpretive frameworks for the latter two, then offer interpretive training and interpretive planning in order to develop public use products with strong interp components, as proposed in the existing public use plans.

Ríos Tropicales Rafting Company, Costa Rica, 2013

Worked with the rafting company to add an interpretive component to guides and product development. Created a guide's guide for company.

Colombia, National Natural Parks, Patrimonio Natural, USAID, and other Collaborators, 2010 and 2012

2012. Worked with OpEPA, Patrimonio Natural, USAID, and National Natural Parks on a series of workshops about tourism product development with an emphasis on heritage interpretation and to develop capacity of OpEPA to offer on-the-ground interpretive training in the future. 2010. Worked with Patrimonio Natural, USAID, and National Natural Parks to hold a 10-day interpretive guide training workshop with interpretive guides from several national parks. Held in Otum Quimbaya.

National Naturalist Guide Certification in Costa Rica November-December, 2011

Taught the environmental interpretation module of this 9-month certification course offered by the National Institute for Biodiversity, Costa Rican Association for Tourism Professionals, and the National Training Institute.

Costa Rican Bird Route, 2010

Worked with the Costa Rican Bird Route, Costa Rica to offer two one-day interpretation workshops for Route members.

Madidi National Park, Bolivia, US Embassy, Conservation International, and Other Local Collaborators, 2006

Sponsored by the US Embassy, Conservation International, and various Bolivian organizations, I offered a 4-day interpretation workshop for 25 ecotourism professionals from throughout Bolivia. This workshop was part of a larger lecture tour about environmental interpretation.

World Birding Center, Texas, and Fermata, Inc., 2005

Offered a five-day interpretive guide training program for six sites in the World Birding Center in the Lower Rio Grande Valley in South Texas. The emphasis was on how interpretation can be used to promote conservation and better site management. [Dr. Sam Ham](#) consulted.

Honduras, Guatemala and Mexico, RARE Center for Tropical Conservation, 1997-1999

I directed the Nature Guide Training Program in Honduras, contributing to programs in Guatemala and Mexico. I co-wrote the 5-vol. methods manual for an advanced interpretive guide training. Also co-wrote 6 editions of the *Guide's Guide*, reference tailored for guides in their site.



Interpretive and Visitor Management Planner

1998–present

Foreign Study Program, 2023

On behalf of the PUP Consortium and based on the tour below, designing, planning, and leading a 12-day foreign study program in Costa Rica about the evolution of protected areas in the world as seen through Costa Rica. Currently collaborating with multiple universities in the USA. Inaugural course scheduled for January 2024.

Tour Operator, Costa Rica, June 2022

On behalf of the PUP Consortium, designed, planned, promoted, organized, and led a 5-day/4-night tour to Tirimina Bio-Reserve, La Fortuna (Mistico Park, Wellness Park), and Monteverde. Worked with all service providers and designed the interpretive component. Profitable. [Brochure](#).

Guayabo National Monument, Costa Rica, 2020-2021

Hired by the National Museum of Costa Rica to facilitate and write the interpretive framework and a signage exhibition that runs along the principal trail through this national heritage site. Collaborated with SINAC and the Costa Rican Institute for Tourism.

City of Boulder, Colorado Outdoor Space and Mountain Parks Community Engagement Framework 2018-2020

Through collaboration between PUP, its member the Consensus Building Institute, Studio Tectonic, and Boulder's [OSMP](#), I co-facilitated the development of a planning tool that helps the agency systematically plan its sites for community engagement.

Fire Island National Seashore Visitor Experience Plan 1.0 Long Island New York 2016-2017

Through collaboration between PUP and its member the Consensus Building Institute, co-facilitated a staff-based process to create version 1.0 of the [visitor experience plan](#) for the US National Park Service unit in Long Island, New York. Worked closely with the regional interpretive planner.

Valle de Oro National Wildlife Refuge Interpretive Framework and Site Plan Albuquerque, New Mexico 2014-2015

Through collaboration between PUP, Great Outdoor Consultants, and Robert Pecchia and Associates, I facilitated the creation of an interpretive framework and associated public use information while contributing to the site plan.

Poconos-Wyoming Valley Conservation Land Initiative 2008–09 & Illinois River Valley 2008

Developed interpretive frameworks for entire regions that integrates cultural and natural heritage, integrate interpretive programming in overall recreational programming, and establishing an interpretive guide training infrastructure. Fermata Inc.

Lumber Heritage Region Interpretive Plan Northcentral Pennsylvania 2004–2007

Developed an interpretive plan for 15 counties of the Lumber Heritage Region, second largest heritage region in nation. Included a series of tourism itineraries and product recommendations based on the natural and cultural heritage to promote economic development and resource conservation. Included site inventory, significance statements, itineraries, and program recommendations. [Lumber Heritage Interpretive Plan](#). Fermata, Inc.

Coordinator Public Use Planning Program, RARE Center for Tropical Conservation & UNESCO World Heritage Centre 1998-2012

While at [Rare](#) I created the Public Use Planning Program (PUP), after 2003 continued without Rare. Allied with UNESCO's World Heritage Centre, PUP helped World Heritage sites develop capacity not only to create public use plans but implement them through avoiding many documented implementation barriers. PUP worked in Pico Bonito National Park & Rio Platano Biosphere Reserve (Honduras); Tikal National Park (Guatemala); Komodo and Ujung Kulon National Parks (Indonesia); 3 sites in Vietnam; Durmitor National Park (Montenegro); Ohrid City (Macedonia); Blue Hole/Half Moon Caye (Belize); Evora (Portugal); Fort Jesus National Monument (Kenya). PUP researches plan implementation barriers and innovates a methodology and performance-enhancing program to avoid them, focused on transforming bureaucratic thinking into learning organization.

Community-based Tourism Mentoring Program

Colombia, 2021; Perú, 2022

As PUP director, I collaborated with OpEPA from Colombia to develop a project by the Colombian government (ProColombia) that links national tour operators and local community initiatives in a mentoring relationship. I was in charge of developing tools such as ikigai, CANVAS, project management tool, and evaluation tool so that our facilitators could guide the mentor teams through the process of conceptualizing products. The following year we applied an improved edition that included both virtual and in-person workshops to assist communities in the planning of community tourism products in two regions in the Peruvian Amazon with a project run by COSPE and funded by the EU.

Researcher of Management Plan Implementation

Costa Rica, 2006–07

Hired by CATIE/The Nature Conservancy, I designed a study of management plan implementation barriers in Costa Rica. The study uses systems thinking to illuminate mental models underlying managers', donors', and consultants' vision of park planning. I participated in analysis and write up.

SEEP Network Ecotourism Advisor

Central America, 2007–08

Advised the SEEP Network learning portfolio on ecotourism development in Nicaragua, Guatemala, and Honduras. Subcontracted by [EplerWood](#).

Bird Route Ecotourism Project Advisor

Costa Rica, 2006–08

Advised [Rainforest Biodiversity Group](#) project to consolidate the La Selva-San Juan Biological Corridor in Sarapiquí into Costa Rica's first [Bird Route](#).

US State Dept Speaker and Specialist Grantee Africa, South America 2007-09

With the State Department I gave talks and workshop on environmental interpretation, Bolivia/Ecuador, Oct. 2007; then talks and workshop on ecotourism development in Liberia and [Cameroon](#), August 2008, Swaziland & [Malawi](#), June 2009

Conservation Planning Facilitator

Central America, 2004–05

Worked with the Protected Area Committee of the Central American Commission on Environment and Development (funded by UNDP through the Mesoamerican Biological Corridor Project) to facilitate the strategic plan for the Program of the Central American Protected Area System.

Parks in Peril External Evaluator

Bolivia, Guatemala, Washington, 2004

With [Foundations of Success](#) did mid-term evaluation of TNC's Parks in Peril Program, oldest, largest conservation project in Latin America. Involved in all aspects: conceptualization, field work, analysis, write-up. While evaluation covered all countries, I visited Bolivia and Guatemala.

RARE Center for Tropical Conservation Program Manager

1997–2003

Stationed in Honduras, Guatemala, and USA, managed programs including the bilingual Nature Guide Training Program, the Public Use Planning Program (see above), Trails Development Program, and all activities in Honduras. Worked under Brett Jenks, Paul Butler, and Jim Dion.

Participatory Rural Appraisal Team Coordinator

Andes, Ecuador, 1996

Conceived, designed, recruited, fundraised, and led 4-person team in indigenous farming community in Pululahua Geobotanical Reserve. Facilitated cooperative establishment of an interpretative system by the community, EcoCiencia (NGO), and INEFAN (protected area agency). [Yale grad project](#).

Peace Corps Zoo Educator

San José, Costa Rica, 1993–1995

At the Simon Bolivar National Zoo. I attended 6,000+ children with original educational programming. Designed and wrote a teacher's guide of solid waste activities for urban elementary teachers as well as a related children's fantasy story on solid waste themes (see [manuals page](#)). The Ministers of Education and Environment inaugurated the [solid waste project](#). See [my story](#). Funded by Conservation International and McDonald's.

Smithsonian Institution Exhibition Researcher

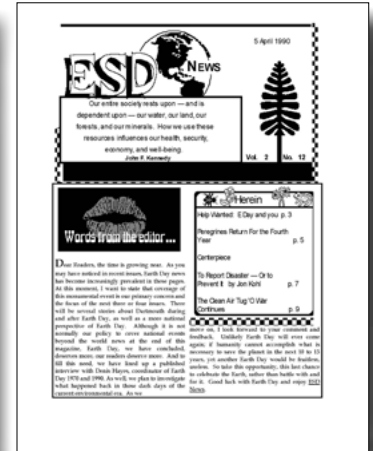
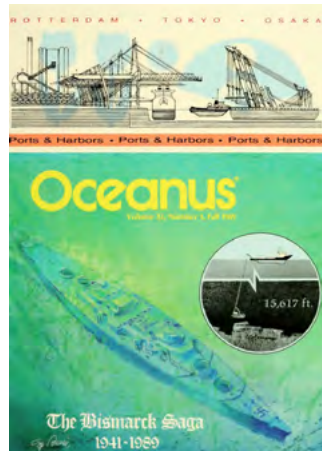
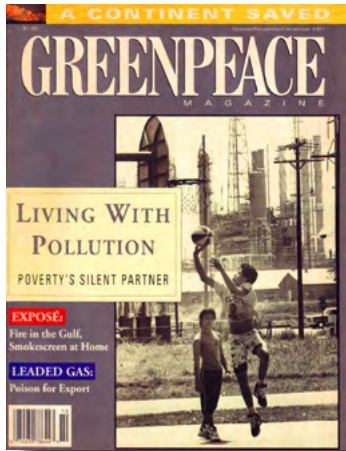
Washington, DC 1992–1993

Wrote position paper on marine biomedicine products — folk, in use, and under development — to design *Ocean Planet's* "Sea Store." Also wrote fact sheets on oceans, incorporated into educational materials for the \$3 million, [10-city traveling exhibition](#).

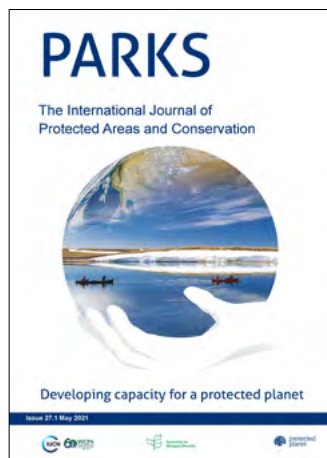
Massachusetts Audubon Society Naturalist/Camp Instructor Wellfleet Bay, 1992

I was in charge of the natural history objects collection as well as assisting in summer camp instruction.

Editing



- Interned at *Greenpeace Magazine* in Washington, DC (1991); *Oceanus*, Woods Hole Oceanographic Institution (1990); *Dartmouth Alumni Magazine* (1990-2). Also while attending Yale University, I edited *TRI News* (now *Tropical Bulletin*), a scientific journal in which masters and doctoral students publish articles on their research (cover not shown, [see my edition](#)).
- Founded *Sense of Place* (earlier *ESD News*), world's first formatted e-magazine transmitted over a network (1989) in history of the Internet.



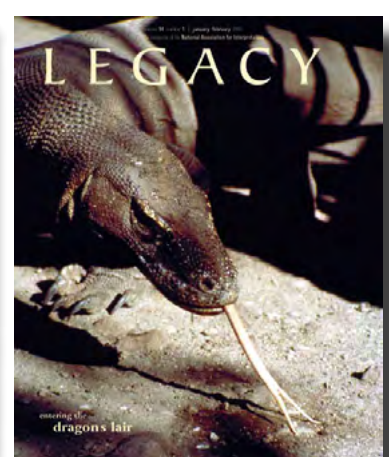
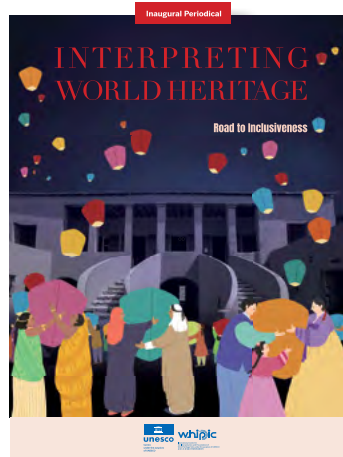
We used Hypercard. *The New York Times* covered it after I stepped down as founding editor.

Scientific Article Reviewing

Journal of Sustainable Tourism, *PARKS*, *Applied Environmental Education and Communication: An International Journal*, and the *Journal of Interpretation Research* for which I am now the only non-PhD associate editor.

Advising

- Member, Editorial Advisory Board, *Interpreting World Heritage*, International Centre for Interpretation and Presentation of World Heritage Sites, [WHIPIC-UNESCO](#) (2022-



Selected Commercial & Freelance

- “El marco interpretativo integra la interpretación y la comunidad en Colombia.” (In press, 2023). *Legacy en español*. Clara Osorio, Carlos Rosero, Jon Kohl.
- “Heritage Interpretation Emerging in Latin America.” (December 2022). *Interpreting World Heritage*. UNESCO-WHIPIC. p. 25. Spanish.
- “Changing the World: Club of Rome Visits Costa Rica.” (Dec. 2022). *The Tico Times*. Review of Club of Rome annual meeting in Costa Rica.
- “Dire Warning: The ominous message of Donella and Dennis Meadows 50 years ago has grown more urgent than ever.” (November 2021). *Dartmouth Alumni Magazine*.
- “Challenges that rangers must face: Four rangers from Mexico, Costa Rica, Honduras, and Colombia tell their stories of diverse realities across Latin America.” (September 2021). *Parks Stewardship Forum*. See German version in *Im Gseis* parts 1 and 2.
- “Gestión holística del patrimonio: ¿Qué nos enseña el lugar donde murió George Floyd sobre el patrimonio y su papel en la sociedad?” (September 2021). *Boletín de Interpretación*.
- “Talking climate with those holding different worldviews.” (June 2021). *Yale Climate Connections*. Adapted for *Interpret Europe Newsletter*.
- “Heritage Interpretation Enriches the Park Experience.” (December 2020). *Parks & Recreation* magazine.
- “Going Galactic: Expanding Heritage Interpretation to Include the Potential Influence of Extraterrestrial and Extradimensional Beings.” (May/June 2020). *Legacy*. Cover story. Co-written with Dr. Sean Esbjörn-Hargens.
- “Interpretation’s Moral Obligation to Save Civilization: 10 Steps to Interpret for Salvation.” (Jan/Feb 2020). *Legacy*.
- “Big-Picture Perspective: A plan means little if it doesn’t get implemented. That’s why planners need to take a holistic view of the process.” (November 2018). *Planning Magazine*.
- “Is Community Participation Enough for Park Planning?” (May 2018). *Parks & Recreation* magazine.
- “How to Use Thematic Interpretation to Improve Your Resume.” (August 2018). *Legacy*.
- “Effective Interpretive Planning: More Than Just Answering Technical Questions.” (March/April 2017). *Legacy*. Also “La planificación interpretativa efectiva: Más que solo contestar preguntas técnicas.” *Boletín de Interpretación*.
- “Beyond the Interpreter’s Words: Experiences Erupt from the Visitor’s Entire Context.” (January/February 2017). *Legacy*. Cover story and cover photo. See right.
- “Natural and cultural heritage are one and the same.” (January 2017). *Newsletter of Interpretation Europe*.
- “Managing the Tourism Flood in Central Vietnam.” (February 2011). *World Heritage* issue on sustainable tourism and world heritage (p. 22).
- “Investing in Community: A Truly Diversified Portfolio Is about More than Money.” (March 2010). *E magazine*.
- “Intentional ‘Colonies’ and Tropical Sustainability.” (Spring 2010). *Communities* magazine. Northern model doesn’t work the same in the tropics.
- “Way Beyond Darwin: Evolution of Human Consciousness and the Future of Interpretation.” (May/June 2010). *Legacy*. Spanish.
- “Making Home: American living in Costa Rica learns that in hard times home isn’t a place that we inherit



Selected Commercial & Freelance

— it's a place that we create.” (September 2009). *Communities*. Versions in *Worldview*, *The Foxboro Reporter*, and *Tico Times* (200th life publication).

“Links of a Chain: Waves of Global Volunteers seek high impact in needy communities.” (Spring 2008). *Worldview*.

“Dodging Cuts: Surviving budget cuts for heritage interpretation means becoming relevant.” (March 2007). *Parks & Recreation*.

“Holistic Training: Putting Trainees Back in Context.” (January 2007). *Reflections*. Journal of the Society for Organizational Learning.

“Mental Models that Block Strategic Plan Implementation.” (May 2006). *Reflections*. Journal of the Society for Organizational Learning.

“Beyond Lumber: The New Identity of the Vast Forests of North central Pennsylvania.” (May 2005). *Legacy*.

“Embera’s Ecotourism: Keeping Civilization at Arm’s Length.” (September/October 2003) *Native Peoples*. See cover right.

“Visitor Centers: If You Build Them, Will They Come?” *E* magazine (November/December 2000), *Legacy* (July/August 2002), *Boletín de Interpretación* (2002).

“Rescuer of the Animal Rescue Center.” (December 2000). *Animals Magazine*. Fito Steiner rescues AMARAS, Honduran animal rescue center.

“No Reserve Is an Island: A biology student learns that conservation is as much a social science as a natural one.” (September 1993). *Wildlife Conservation*. See cover right.

“Systems Thinkers Must Go Down the Rabbit’s Hole.” (May 2005). *The Systems Thinker*. Understanding worldviews is critical to changing systems.

“The Great Eyeball Race.” (November 2004). *Legacy*.

“In the Heart of Jurassic - Uh, Komodo - Park.” (February 2003). *Legacy*. Cover story. See cover here.

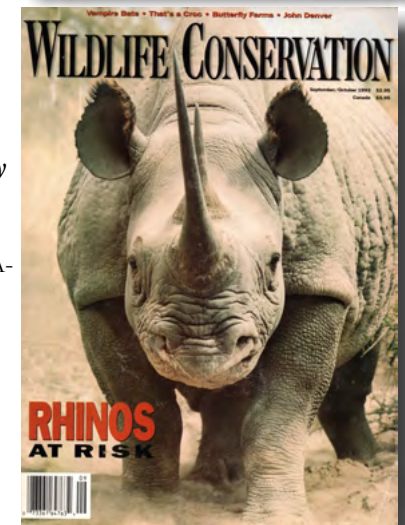
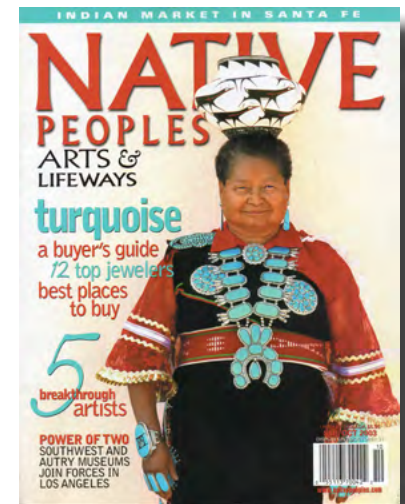
“Ecotourism’s Conservation Connection: Ecotourists Can Be Generous Philanthropists to Your Park’s Conservation Cause.” (September 2002). *Parks & Recreation*.

“Dartmouth’s Nature: Is Dartmouth Taking Its Environment for Granted?” (Winter 1991). *Dartmouth Alumni Magazine*. Cover story. See cover.

“Wellfleet Boneyard Has Much to Teach.” *The Boston Globe* (13 September 1993 and reprinted in Mass Audubon’s *Sanctuary*, Jan 1993).

“Friendly Mountain, Fast Water.” (December 2000). *Caribbean Travel & Life Magazine*. Trip to Pico Bonito National Park’s Rio Zacate Waterfall.

“Overcoming Hurdles to Teaching Guides to Interpret Biodiversity Conservation.” (July/August 2001). *Legacy*. Honorable Mention for Best Feature. Cowritten with Cynthia Brown and Matt Humke.



Research, Professional & Academic

- “Condition-based Protected Area Zoning Tied to Conservation Planning and Targets.” (May 2021). *PARKS*. With Bernal Herrera-Fernández.
- Esencia de la interpretación de patrimonio: Una visión holística para experimentar y conservar el patrimonio natural y cultural de América Latina*. (May 2021). Second author with Marisol Mayorga. First university textbook for/by Latin America. Editorial UNED. See [cover](#). [Ebook version](#).
- “Four Levels of Interpretive Development Based on Tilden’s Principle of Wholeness.” (November 2020). *Journal of Interpretation Research*.
- “Adapting Adaptive Management for Park Recreation in a Rapidly Changing World.” (Spring 2020). *Journal of Park and Recreation Administration*.
- “In Focus 4: Managing Overtourism through a Holistic Lens.” (June 2019). Mini-chapter in *Overtourism: Excesses, Discontents, and Measures in Travel and Tourism*. CABI.
- “World Heritage City Évora, Portugal Transcends Multi-stakeholder Conflict through New Participatory Public Use Planning Process.” (2015). *Revista Matria Digital*. Co-writer Nuno Domingos.
- Protected Area Governance & Management* (April 2015). Supporting author for visitor management (Chap. 23) (Anna Spenceley, editor) and engaging complexity (Chap. 10) (Steve McCool *et al.*, editors). IUCN and Australian National University.
- “Book Review of Tour Guiding Research: Insights, Issues, and Implications.” (May 2015). *Journal of Policy Research, Leisure, and Events*.
- “Achieving Self-Identity and Self-Worth.” (June 2014). *Interpretation* Journal (AHI). Participatory community interpretive frameworking.
- “The International Interpretation Conference: Bringing the World’s Interpreters Together.” (March 2014). Review of international interpretation conference in Sigtuna, Sweden in June 2013. *Journal of Community Archeology and Heritage* (inaugural issue).
- “A Systems-Based Interpretive Planning Model that Links Culturally Constructed Place Meanings and Conservation.” (November 2008). *Journal of Interpretation Research*. Peer-reviewed publication of the National Association for Interpretation, co-author Ted Eubanks.
- “Heritage Interpretation vs. Environmental Education as an Ecotourism Conservation Strategy.” Chapter in *Ecotourism and Conservation in the Americas*. (2008) Edited by Amanda Stronza & Bill Durham. CABI Publishing.
- “Barreras para la implementación de los planes de manejo para áreas silvestres protegidas en Costa Rica.” (October 2008). Study by Gabriel Robles, Nelly Vásquez, Róger Morales, Jon Kohl & Bernal Herrera. The Nature Conservancy Costa Rica Technical Series #8.
- “Putting the Ecotour Guide Back into Context: Training Guides with Systems Thinking.” Chapter in *Quality Assurance and Certification in Ecotourism* (2007). Edited by Rosemary Black & Alice Crabtree. CABI Publishing.
- “Converting Unseen and Unexpected Barriers to Park Plan Implementation into Manageable and Expected Challenges.” (April 06). *PARKS*.
- “Mental Models that Block Strategic Plan Implementation.” (May 2006). *Reflections*. Journal of the Society for Organizational Learning.
- “Putting Environmental Interpretation to Work for Conservation in a Park Setting: Conceptualizing Principal Conservation Strategies.” (February 2005). *Applied Environmental Education and Communication: An International Journal* 4(1).
- “Zoos Behind the Wilderness Façade.” (August 2004). *International Journal of Wilderness*. Based on an essay that won Gloria Barron Wilderness Society Scholarship for best wilderness-related essay, sponsored by Yale University and the Wilderness Society in 1996.
- Nature Guide Training Program Manual*. (August 2001). **RARE Center for Tropical Conservation**. Co-written with Cynthia Brown.
- “Recruiting a PRA Team That Works.” (Spring 1997). *TRI News*. Co-written with Indra Candanedo. Yale Tropical Resources Institute (TRI) journal. Based on “Participatory Rural Appraisal in an Andean Farming Community, Ecuador.” (January 1997). My master’s project.
- “Marine Biomedicine: Past, Present, Future.” (March 1993). Position Paper for the Smithsonian Traveling Exhibition, *Ocean Planet*.
- “A Proposal for the Establishment of the Dartmouth Organic Farm.” (22 May 1991). I was principal co-editor of a 24-person team for an environmental policy formulation class that made such a proposal. Academic citation. 100 pages. Farm established in 1995.

Books

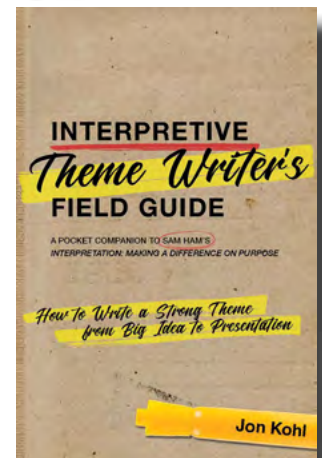
Esencia de la interpretación: Visión holística para experimentar y conservar el patrimonio natural y cultural de América Latina. (May 2021). Editorial Universidad Estatal a Distancia. Costa Rica. First author Marisol Mayorga. First such university textbook written for the Latin American audience by a Latin American publisher. It uses a holistic approach to many of its ideas as well as interpretive techniques for the book itself. [Ebook](#).



The Future Has Other Plans: Planning Holistically to Conserve Natural and Cultural Heritage (2016). Co-author Dr. Stephen McCool. Applied Communication Series edited by Sam Ham. Fulcrum Publishing. The book defines Holistic Planning for heritage areas drawing on many fields as they confront rapid global change. Draws heavily on Integral Theory and serves as the theoretical base for the PUP Global Heritage Consortium.



Interpretive Theme Writer's Field Guide: Pocket Companion to Sam Ham's Interpretation - Making a Difference on Purpose: How to Write a Strong Theme from Big Idea to Presentation. (2018). National Association for Interpretation's [InterpPress](#). This book is the first dedicated entirely to interpretive theme writing at the individual, team, and community level. Contributions from Sam Ham, Shelton Johnson, Ted Cable, and Clark Hancock. Spanish Iberoamerican edition in production.



Fallout. (2013). SciFi near-future romance novella written with Kimberly Comeau, published by BookstoGoNow.com. See description at [GoodReads](#). Available upon request.



Manuals

Cultural World Heritage Management Planning and Self-Assessment Guidelines for Latin America and the Caribbean. (unpublished). Contracted by the UNESCO Regional Bureau for Culture in Latin America and the Caribbean (Havana). It unifies management and planning resources from many UNESCO, ICOMOS, ICCROM, IUCN, and other sources into one integrated interactive PDF. The goal is to create an online assistance platform for ministry policymakers and practitioners. The manual is currently under review by the World Heritage Centre. Also in Spanish.

La zonificación basada en condiciones: una guía práctica para su aplicación en áreas protegidas. (2021). Cowritten with Bernal Herrera, published by PUP and the Tropical Science Center. It is accompanied by the article "[Condition-based Protected Area Zoning Tied to Conservation Planning and Targets](#)," (May 2021). *PARKS*, journal of IUCN.

Site Planning for Life. (2015) This methodological manual for the PUP Global Heritage Consortium based on an earlier version written for RARE Center for Tropical Conservation (2000), consists of 2 volumes (aprox. 750 pages) and a series of *PowerPoint* presentations is used by public use coordinators in heritage sites to develop strategic visitor management plans and implement them. It earned third place in the 2003 NAI Media Awards in Reno.

Nature Guide Training Program Manual. RARE Center for Tropical Conservation. (August 2001). Co-written with Cynthia Brown. Five-volume manual to operate the Program. Not pictured.

Training for Interpretation: Putting Interpretation to Conservation (2007). This manual is next generation after RARE's Nature Guide Training Manual (see below). I developed this manual along with its program as the interpretive trainer at Fermata, Inc. in association with Dr. Sam Ham, principal collaborator. The materials were first piloted at the World Birding Center and thereafter I assembled the materials into the first draft manual. © Fermata, Inc.

Monstruo de LEJOS. (1996) This teaching guide and series of 17 vignettes supported national Costa Rican curriculum in the area of solid waste. The book was written when I was a Peace Corps Volunteer and published by the Simon Bolivar National Zoo of Costa Rica; it was used by teachers throughout the San José metropolitan area and sponsored by Conservation International and McDonalds Corporation. Deirdre Hyde did the artwork. © 1995 Simon Bolivar National Zoo. See my [personal account](#) and roll over icon to see article in *La Nación*.

