



Instructor Bios

Sam Ham

Professor Sam H. Ham is Director of the Center for International Training and Outreach and Professor of communication psychology in the University of Idaho's College of Natural Resources, Department of Conservation Social Sciences. In addition, he has served as Deputy Director of the Tourism Research Unit at Monash University, Australia. Sam teaches graduate courses in communication psychology, interpretation, environmental communication, international issues in nature conservation, and recreation and tourism management.

Sam's research has focused on travelers' philanthropy, interpretation and ecotourism guide training and the application of communication theory to marketing, strategic tourism planning and managing visitor behavior in parks and protected areas.

Sam's courses on applied communication, interpretation and guiding are in demand both in the U.S. and abroad. To date, he has conducted training workshops in 46 US states and 45 countries throughout North, Central and South America and in Europe, Asia, Africa, the Middle East, Australia and the Pacific, reaching a combined audience of 53,000. He has authored more than 400 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. His newest book, *Interpretation-Making a Difference on Purpose* was released this summer.

Sam has presented in excess of 100 papers at scholarly meetings throughout the world and has delivered 53 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.

Sam 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 Inter-fraternity Council's Outstanding Professor Award, the College of Natural Resources' Outstanding Teacher Award, Outstanding Advisor Award, Outstanding Outreach 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). In 2007 Clemson University honored Sam with the William C. Everhart Award for his lifetime contributions to the environmental and heritage interpretation field across the world.

Tom O'Brien

Tom O'Brien is a travel professional who has worked in various facets of the travel and tourism business since 1979. The majority of this time has been with the international tour operator Lindblad Expeditions (formerly Lindblad Travel and Special Expeditions), where he has spent many years in program development, expedition leading, brochure development, public relations, and extensive international field staff and leadership training expedition staff and local guides. Tom spent nine years in the core management of the company as Lindblad Expeditions' Director of Environmental Affairs, at a time when the company was establishing its proactive conservation philosophies of targeted local support and stakeholder engagement. Once the company philosophy, record and reputation were firmly established, Tom left his position to return to the fieldwork which he loves.

In Galapagos, Tom began a guide-training program in 1997 that emphasized teamwork in guiding, respect for tourists, the fostering of a sense of wonder and discovery in Galapagos, prepared communication strategy, and pride in the guides' role as representatives of Galapagos and Galapagos National Park. He was instrumental in establishing the structure, mechanics, and relationships of Lindblad Expeditions' acclaimed Galapagos Conservation Fund. Working with Sam Ham, they developed and implemented a coordinated communication strategy with the purpose of inspiring visitor support of Galapagos, which they then transferred to Baja California.

Tom currently lives in Malaga, Spain, where he continues developing new programs and leading expeditions for Lindblad Expeditions, while working as a freelance guide-training instructor in his off-time.

