

Abstract

My thesis is in the field of social and cultural ecology, which examines the relationship between nature and society. I focus on mediating this relationship through research on selected nature trails found in the Jizera Mountains Protected Landscape Area. In the theoretical part, I describe the protection of nature and landscape, then I focus on the Jizera Mountains where the research took place. I mention the three-phase learning model related to the trails, as they are meant to educate us, and I also discuss interpretation. Finally, I describe the phenomenon of nature trails in general. In the empirical part, I mention a subchapter on mobile QR code technology and present the application *Stepping Off the Trail* for visitors of the nature trails. In the following subchapters, I focus on evaluating the nature trails using a methodology I have devised. I evaluate both verbal and non-verbal elements, focusing particularly on a comprehensive evaluation that includes an overview of interpretive panels and the thematic integration into the environment. I also examine how the nature trails present the concepts of nature and its protection as a whole, related to the learning model, and I include the five principles of proper interpretation set forth in the *Methodology of Principles and Methods of Interpretation in the evaluation*. Finally, I also mention my subjective opinion on each of the trails. In creating my work, I drew on expert interviews with authors of the nature trails and semi-structured interviews with visitors. For research purposes, I used the method of unobtrusive observation directly on the trails in the field. Based on all the data obtained, I evaluated a selected sample of 15 trails located in the Jizera Mountains Protected Landscape Area.

Key words

educational trail, interpretation, Jizera Mountains, education, nature conservation