

Erick T. Byrd, PhD

Work: Department of Marketing, Entrepreneurship, Hospitality, and Tourism
Bryan School of Business and Economics
University of North Carolina at Greensboro
PO Box 26170
516 Stirling Street, Bryan Building 441
Greensboro, NC 27402
etbyrd@uncg.edu

Formal Education

Doctoral	North Carolina State University 2003 Doctor of Philosophy (PhD.) Major: Parks, Recreation and Tourism Management Minor: Public Administration Dissertation Title: An Analysis of variables that influence stakeholder participation and support for sustainable tourism development in rural North Carolina
Master	North Carolina State University 1997 Master of Science (M.S.) Major: Parks, Recreation and Tourism Management Thesis Title: Barriers to rural tourism: A comparison of the host community, local business owners, and tourists
Undergraduate	Appalachian State University 1995 Bachelor of Science (B.S.) Major: Recreation Management Minor: Business

Professional Experience

Associate Professor (Tenured)	August 2010 - present
Director Center for Industry Research & Engagement	January 2017 - present
Assistant Professor	August 2003- July 2010
Dean and Tracy Priddy Dean's Notable Scholar	July 1, 2015 – July 2017

University of North Carolina at Greensboro
Sustainable Tourism and Hospitality Program
Department of Department of Marketing, Entrepreneurship, Hospitality, and Tourism
Bryan School of Business and Economics
Teach undergraduate and graduate courses, conducted research, advise students in Sustainable Tourism and Hospitality Management program, Community and Therapeutic Recreation program, and Lloyd International Honors College.
Graduate Faculty Status

Research Assistant August 2000- June 2003
North Carolina State University
Raleigh, NC
Conducted research, collect, code, and analyze data, reported findings, developed questionnaires, developed research proposals.

Instructor Spring 2003
PRT 220 Commercial Recreation and Tourism Management
North Carolina State University
Raleigh, NC
Grading, taught specific topics on the organization of tourism, stakeholders, tourism marketing and research.

Supervised Instructor Spring 2002
PRT 407/507 Service, Facility and Event Management
North Carolina State University
Raleigh, NC
Co-taught with faculty member a combined graduate/undergraduate services marketing class.

Teaching Assistant Fall 2001
PRT 220 Commercial Recreation and Tourism Management
North Carolina State University
Raleigh, NC
Grading, taught specific topics on the organization of tourism, stakeholders, tourism marketing and research.

Visitor Service Manager March 1998-August 2000
Johnston County Visitors Bureau
Smithfield, NC
Sales, assisted in marketing and promotions, research, tourism inventory control, data base management, itinerary development, community event planning, prepare financial reports, customer service, assisted in fundraising and grant writing.

Research Assistant January 1996-August 1997
North Carolina State University
Raleigh NC
Conducted research, collect, code, and analyze data, report findings, and develop questionnaires.

Appalachian Popular Programming Society January 1995 – May 1995
Appalachian State University
Boone, NC
Assisted in the selection, promotion and production of performances by top regional acts.

Social Club Staff

August 1994- May 1995

Appalachian State University
Boone, NC

Sales and production of events, crowd control, concessions, and event set up and take down.

Assistant Recreation Director, Internship

May 1994 – August 1994

Sheraton Atlantic Beach, NC
Resort Recreation and Tennis Management
Myrtle Beach, SC

Direct, lead and program activities, and repair, marketing and promoting activities, budget and financial management, community relations,

Research and Scholarly Activities**Publications****Byrd, E.T.**, Bhadury, J. & Troy, S.P. (under review) Wine tourism signage program in the USA, submit to International Journal of Wine Business Research.**Byrd, E.T.**, Canziani, B., Boles, J., Williamson, N., & Sonmez, S. (in press). The Instrumentality of Information Sources for Wine Visitors: A Test of Enrichment and Selectivity Theory, International Journal of Wine Business Research.Gladwell, N.J., Bedini, L.A., & **Byrd, E.T.** (in press). Leisure as a Predictor to Health and Quality of Life in Caregivers, Annual in Therapeutic Recreation.Canziani, B., **Byrd, E.T.**, & Hwang, J. (2016). Further exploration of subjective knowledge in the wine sector, International Journal of Wine Business Research, 28(93), 246-265**Byrd, E.T.**, Canziani, B., Hsieh, J., Debbage, K., & Sonmez, S. (2016). Wine tourism: Motivating visitors through core and supplementary services, *Tourism Management*, 52, 19-29.Cardenas, D. A., **Byrd, E. T.**, & Duffy, L. (2015). An exploratory study of stakeholders understanding of sustainable tourism development principles, *Tourism and Hospitality Research*, 15(4), 254-266Kraftchick, J.F., **Byrd, E.T.**, Canziani, B., & Gladwell, N.J. (2014). Understanding Beer Tourist Motivation. *Tourism Management Perspectives*, 12, 41-47.**Byrd, E.T.**, Beedle, J., & Cardenas, D.A. (2014). Repeat Visitation and Visitor Spending at Events: Hogs and Muscle Cars. *Event Management*.Beedle, J., Kline, C., Cardenas, D., **Byrd, E.** & Schneider, P. (2013) Attitudes towards women-owned tourism businesses. *Journal of Tourism and Cultural Change*, 11(3), 170-186.Canziani, B.F., Sonmez, S., Hsieh, Y., & **Byrd, E.T.** (2012). A learning theory framework for sustainability education in tourism. *Journal of Teaching in Travel & Tourism*, 12(1), 3-20.

Byrd, E. T. & Gustke, L. D. (2011). Using decision trees to identify tourism stakeholders based on level of participation in tourism and community political activities. *Journal of Place Management and Development*, 4 (2).

Gladwell, N., Bedini, L., **Byrd, E.T.**, & Cardenas, D. (2010). Service provision barriers to the leisure travel of family caregivers. *Journal of Unconventional Parks, Tourism & Recreation Research*, 3 (1), 29-35.

Byrd, E. T. (2009). Howling wolves: Active experiential learning in event management, *SCHOLE: A Journal of Leisure Studies and Recreation Education*.

Byrd, E.T., Bosley, H.E., & Dronberger, M. (2009). Stakeholder perceptions of tourism impact in eastern North Carolina. *Tourism Management*, 30, 693-703.

Byrd, E. T., Cardenas, D. A., & Dregalla, S. (2009). Stakeholders' perceptions of tourism and the natural environment. *eTourism Review*, 7 (2), 39-51.

Byrd, E. T., Cardenas, D. A., & Greenwood, J.B. (2008). Factors of stakeholder support for sustainable tourism: The case of eastern North Carolina. *Tourism and Hospitality Research*, 8 (3), 192-204.

Byrd, E. T. & Gustke, L. D. (2007). Using decision trees to segment tourism stakeholders: The case of eastern North Carolina. *Tourism and Hospitality Research*, 7 (3-4), 176-193.

Byrd, E. T. (2007). Stakeholders in sustainable tourism and their role: Applying stakeholder theory to sustainable development. *Tourism Review*, 62 (2), 6-13.

Braswell, J. D. & **Byrd, E. T.** (2006). Access to non-motorized boating areas. Research Note. *eTourism Review*, 4(4), 92-98.

Byrd, E. T. & Bedini, L. A. (2005). CSI in the classroom: Using crime solving games to teach research and Evaluation, *SCHOLE: A Journal of Leisure Studies and Recreation Education*, 20, 118-121.

Book Chapters

Canziani, B., Sonmez, S., **Byrd, E.**, & Hsieh, Y. (2013). A Learning Theory Framework for Sustainability Education in Tourism. In D. Prebežac, C. Schott, P. Sheldon (Ed.), *The Tourism Education Futures Initiative: Activating Change in Tourism Education*. Routledge. (reprint of - Canziani, B.F., Sonmez, S., Hsieh, Y., & Byrd, E.T. (2012). A learning theory framework for sustainability education in tourism. *Journal of Teaching in Travel & Tourism*, 12(1), 3-20)

Byrd, E.T., Duffy, L., & Gladwell, N.G. (2008). Ecotourism in rural America. *Encyclopedia of Rural America*, 2nd edition. (pp 966-1000). Millerton, N.Y.: Gray House.

Gladwell, N. J. & **Byrd, E. T.** (2005). Commercial Recreation. In Gaskill, P. (Ed), *Introduction to leisure services in North Carolina*. (pp 13-24). Debeque, IA: Kendall - Hunt Publishing.

Byrd, E. T. & Gustke, L. D. (2004). Identifying tourism stakeholder groups based on support for sustainable tourism development and participation in tourism activities. In Pineda, F. D. and Brebbia, C. A. (Eds), *Sustainable tourism: The sustainable world*. (pp. 97-108). WIT Press: London.

Editor Conference Proceedings

Byrd, E.T. & Woosnam, K.M. (Eds) (2017) *Proceedings for the 2017 SETTRA Spring Conference & Tourism Research Symposium, Knoxville, TN March 28, 2017*.

Byrd, E.T. (Ed.). (2016) *Proceedings for the 2016 SETTRA Spring Conference & Tourism Research Symposium, Baton Rouge, LA April 5, 2016*.

Byrd, E.T. (Ed.). (2015) “*Get In the Game*” *Proceedings for the 2015 SETTRA Spring Conference & Tourism Research Symposium, Charlotte, North Carolina, March 31, 2015*.

Refereed Presentations

Canziani, B. & **Byrd, E. T.** (2017). Exploring the Influence of Regional Brand Equity in an Emerging Wine Sector. American Association of Wine Economists Annual Conference, Padova, Italy. Accepted. June 28-July 2, 2017.

Turner, T. & **Byrd, E.T.** (2017) We're all in this together: Exploring Americana music festivals and communal exchange. 2017 SETTRA Spring Conference & Tourism Research Symposium, Knoxville, TN.

Cole, Z. & **Byrd, E.T.** (2016, April). Mountain Bike Tourists in the United States: Descriptive Profile and Behavior Characteristics 2016 SETTRA Spring Conference & Tourism Research Symposium, Baton Rouge, LA

Byrd, E.T., Canziani, B., & Cole, Z. (2015, March). The Value of Information Sources for Wine Tourists: What Role Does Level of Wine Knowledge, Southeastern Travel and Tourism Research Association Research Symposium. Charlotte, North Carolina.

Cole, Z.D., **Byrd, E.T.**, Canziani, B., Hsieh, J. & Debbage, K. (2014, September). Wine Tourism Geography: Demographics, Flow Patterns, Distance Decay, and Market Access in North Carolina, *Southeastern CHRIE*, Greenville NC.

Byrd, E.T. (2014, March). Longitudinal study of visitor spending at events: The impact of nearcations on Mayberry Days. *Southeastern Travel and Tourism Research Association Research Symposium*, Lexington, KY.

Byrd, E.T. (2014, March). Tourists on the greenways in Mount Airy: Use and direct spending. *Southeastern Travel and Tourism Research Association Research Symposium*, Lexington, KY.

Byrd, E.T., Canziani, B., Hsieh, J., Debbage, K., & Sonmez, S. (2013, June). Predictors of repeat winery visitation in North Carolina, "Travel and Tourism Research Association Annual Conference, Kansas City, MO.

- Kraftchick, J.F., **Byrd, E.T.**, Canziani, B., & Gladwell, N.J. (2013, March). Motivation factors for NC Brewery visitors. *Southeastern Travel and Tourism Research Association Research Symposium*, Atlanta, GA.
- Canziani, B., **Byrd, E.T.**, Hsieh, Y., & Phelps, D. (2012, September). Stakeholder Influence on Research Design in a Winery Visitor Study. *Southeastern CHRIE, Pigeon Forge, TN*.
- Cardenas, D. & **Byrd, E. T.** (2012, June). An exploratory study of stakeholder understanding of sustainable tourism development: The tourism professional's perspective. *Travel and Tourism Research Association Annual Conference, Virginia Beach, VA*.
- Francioni, J. & **Byrd, E.T.** (2012, June). Beer tourists: Who are they? *Travel and Tourism Research Association Annual Conference, Virginia Beach, VA*.
- Beedle, J. J., Cardenas, D. A., Kline, C., & **Byrd, E. T.** (2012, June). Resident attitudes towards women owned and operated tourism businesses in an emerging destination". *Travel and Tourism Research Association Annual Conference, Virginia Beach, VA*.
- Gladwell, N. J., Bedini, L. A. & **Byrd, E. T.** (2011, November). Leisure as a predictor of caregivers' health and quality of life. *National Recreation and Park Association Conference, Leisure Research Symposium, Atlanta, GA*.
- Duffy, L., Cardenas, D. A. , Chancellor, H. C. , & **Byrd, E. T.** (2011, June). Examining barriers, motivations, and perceptions of women working in the tourism industry: Case study of Ayampe, Ecuador. *Travel and Tourism Research Association, London, Canada*.
- Canziani, B. M., Sonmez, S., **Byrd, E. T.**, & Hsieh, Y. (2011, May). A learning theory framework for sustainability education in the tourism sector. *TEFI Tourism Education Future Initiative Conference, Philadelphia, PA*.
- Cardenas, D. A., Elekwa, N. K. , & **Byrd, E. T.** (2011, March). Motivational Differences Between Domestic/International Visitors to a Rural Region. *Southeastern Travel and Tourism Research Association Research Symposium, Destin, FL*.
- Duffy, L. N., Cardenas, D. A., **Byrd, E. T.** , & Chancellor, H. C. (2011, March). Assessing expectations of tourism development through the application of a gender framework in community-based tourism planning. *Southeastern Travel and Tourism Research Association Research Symposium, Destin, FL*.
- Beedle, J. & **Byrd, E.T.** (2010, March). Repeat visitation and visitor spending at events: Hogs and muscle cars. *Southeastern Travel and Tourism Research Association Research Symposium, Nashville, TN*.
- Duffy, L., Cardenas, D. A., & **Byrd, E. T.** (2009, March). The University of North Carolina at Greensboro study abroad students' preparation for and participation in sustainable tourism practices. *Southeastern Travel and Tourism Research Association Research Symposium. Montgomery, AL*.
- Byrd, E. T.** & Cardenas, D. A. (2009, March). Using decision trees in tourism market segmentation. *Southeastern Travel and Tourism Research Association Research Symposium. Montgomery, AL*.

- Dronberger, M., **Byrd, E.T.** & Cardenas, D.A. (2008, April). Sustainability assessment of Greensboro, NC. *Southeastern Travel and Tourism Research Association Research Symposium*. Asheville, NC.
- Cardenas, D.A, Quintero, C., & **Byrd, E.T.** (2008, April). Sustainable tourism development from the ground up: The Case of Ayampe, Ecuador. *Southeastern Travel and Tourism Research Association Research Symposium*. Asheville, NC.
- Duffy, L., Cardenas, D., & **Byrd, E.** (2008, April). Resident understanding of sustainable tourism in their community. *Southeastern Travel and Tourism Research Association Research Symposium*. Asheville, NC.
- Yoo, S.I., **Byrd, E.T.**, Hsieh, J., & Gladwell, N.J. (2008, April). An analysis of the gap between golfers' expectations and satisfaction. *Southeastern Travel and Tourism Research Association Research Symposium*. Asheville, NC.
- Byrd, E. T.**, Cardenas, D. A., & Greenwood, J. (2007, October). Comparative analysis between North Carolina rural and urban communities in perceptions of sustainable tourism development: Stakeholder understanding of sustainable tourism development index. *International Society of Travel and Tourism Educators*. Charleston, SC.
- Hsieh, J., Cardenas, D. A., & **Byrd, E. T.** (2007, October). Teaching capstone courses in travel and tourism. *International Society of Travel and Tourism Educators*. Charleston, SC.
- Bedini, L. A., Gladwell, N. J., **Byrd, E. T.**, & Cardenas, D. A. (2007, September). Service provision barriers to the leisure travel of family caregivers. *National Recreation and Park Association Congress*. Indianapolis, IN.
- Byrd, E. T.** & Gustke, L. D. (2007, June). Using decision trees to identify tourism stakeholders based on level of participation in tourism and community political activities. *Travel and Tourism Research Association Annual Conference*. Las Vegas, NV.
- Hsieh, J., Cardenas, D. A., & **Byrd, E. T.** (2007, March). Hong Kong tourism marketing analysis: A case study. *Southeastern Travel and Tourism Research Association Research Symposium*. Biloxi, MS.
- Byrd, E. T.** & Cardenas, D. A. (2007, March). Stakeholder understanding of sustainable tourism development. *Southeastern Travel and Tourism Research Association Research Symposium*. Biloxi, MS, 2007.
- Byrd, E.T.**, Dregalla, S., & Cardenas, D. A. (2007, February). Differences in stakeholder attitudes of tourism development and the natural environment. *Southeastern Recreation Research Association Annual Conference*. Asheville, NC.
- Hsieh, J., Cardenas, D. A., & **Byrd, E. T.** (2007, February). How to teach capstone courses. *2007 Lilly South Conference on College and University Teaching*. Greensboro, North Carolina.

- Byrd, E. T.**, Honeycutt, B. T., & Bedini, L. A. (2007, February) Using games to encourage and enhance communication in the classroom. *2007 SPRE Teaching Institute*. Clemson University, Clemson, S.C.
- Honeycutt, B. T., Dorwart, C. & **Byrd, E. T.** (2006, September) Playing with Bloom's Taxonomy: Using educational games to enhance teaching and learning. *2nd Annual Scholarship of Teaching and Learning Showcase*. North Carolina State University, Raleigh, NC.
- Byrd, E. T.** & Cardenas, D. A. (2006, March). Elements of stakeholder support for tourism in rural communities: The case of eastern North Carolina. *Southeastern Travel and Tourism Research Association Research Symposium*. Sarasota, FL.
- Bartlett, K. M., **Byrd, E. T.**, Cardenas, D. C., & Gladwell, N. J. (2006, March) Is displacement truly bad? The case of the High Point International Furniture Market. *Southeastern Travel and Tourism Research Association Research Symposium*. Sarasota, FL.
- Braswell, J. D & **Byrd, E. T.** (2006, February). Access to non-motorized boating areas. *Southeastern Recreation Research Association Annual Conference*. Wilmington, NC.
- Bartlett, K. M., **Byrd, E. T.**, Cardenas, D. C., & Gladwell, N. J. (2006, February). Displacement... negative for all stakeholders... are we sure? A case study of the High Point 2005 International Furniture Market. *Southeastern Recreation Research Association Annual Conference*. Wilmington, NC.
- Honeycutt, B. T. & **Byrd, E. T.** (2006, February) More than just a game: A behind-the-scenes look at using games as a teaching and learning strategy. *2006 Lilly South Conference on College and University Teaching*. Greensboro, NC.
- Byrd, E. T.** & Bedini, L. A. (2005, November). How to conduct, interpret and utilize research and evaluation". *North Carolina Parks and Recreation Association/ South Carolina Parks and Recreation Association Joint Annual Conference*. Asheville, NC.
- Byrd, E. T.** & Cardenas, D. A. (2005, June). "Elements of stakeholder support in rural communities: The Case of eastern North Carolina.," *Travel and Tourism Research Association Annual Conference*. New Orleans, LA.
- Byrd, E. T.** & Gladwell, N. J. (2004, November). Community sustainability: What is park and recreation's role?, *North Carolina Recreation & Park Society Annual Conference*. Hickory, NC.
- Byrd, E. T.**, Gustke, L. G. & Brothers, G. (2004, October). Variables that influence stakeholder support for sustainable tourism development in rural eastern North Carolina. *National Recreation and Parks Association 2004 Annual Conference, Session on Sustainable Tourism*. Reno, NV.
- Byrd, E. T.**, Gustke, L. G. & Brothers, G. (2004, October). Stakeholder theory and sustainable tourism development: Who are the stakeholders and what role should they play. *National Recreation and Parks Association 2004 Annual Conference*. Reno, NV.

Byrd, E. T. & Gustke, L. G. (2004, July). An analysis of variables that influence stakeholder participation and support for sustainable tourism development in rural North Carolina. *Sustainable Tourism*. Segovia, Spain.

Byrd, E. T. & Bosley, H. E. (2004, June). Stakeholder perceptions of tourism impacts in eastern North Carolina, *Travel and Tourism Research Association 2004 Annual Conference*. Montreal Canada.

Banks, S., **Byrd, E. T.**, Daniel, V., Johnson, K., Phillips, H. & Moore, R.. (2002, February). Non-compliance with leash law at a university forest: Should Boo Boo run free. *Southeastern Research Recreation Conference*. Athens, GA.

Kline, C. & **Byrd, E. T.** (2001, May) Farm Tourism Resources Teleconference. North Carolina State University. Raleigh, NC.

Non-refereed Presentations

Byrd, E.T. & Troy, S. (2016, November) The Business of Wine: The UNCG Approach. Southeastern United Grape and Wine Symposium. Dobson, North Carolina.

Byrd, E.T., Canziani, B., Bhadury, J, & Troy, S. (2016, July). Update on WINEHOST: Winery Hospitality and Customer Service Management. NC Wine Summit. Greensboro, NC.

Byrd, E.T., Bhadury, J, Canziani, B. & Troy, S. (2016, June). WINEHOST: Winery Hospitality and Customer Service Management. *NC Wine Growers Association Tasting Room Profitability & Wine Club Workshop*, Dobson, North Carolina.

Byrd, E.T. (2016). What's Old is New. Lexington Tourism Authority Annual Retreat. Lexington, NC.

Boles, J., **Byrd, E.T.**, Bhadury, J. & Troy, S. (2016, January) North Carolina Muscadine Grape Marketing Analysis. *NC Muscadine Grape Association Annual Conference*, Kenansville, NC.

Byrd, E.T., Bhadury, J, Canziani, B. & Troy, S. (2016, January). Winery Hospitality and Customer Service Management. *NC Wine Growers Association Annual Conference*, Winston-Salem, North Carolina.

Byrd, E.T., Bhadury, J, Canziani, B, Hsieh, J. Debbage, K., Sonmez, S. & Troy, S. (March, 2015). North Carolina Winery Visitor Study: Management Implications & Growth of a Partnership. North Carolina Governor's Conference on Tourism: Tourism Research Symposium, Pinehurst, North Carolina.

Byrd, E.T., Bhadury, J, Canziani, B. & Troy, S. (2015, January). North Carolina Winery Classification. *NC Wine Growers Association Annual Conference*, Winston-Salem, North Carolina.

Bhadury, J, **Byrd, E.T.** & Troy, S. (2015, January). NC Agricultural Tourism Directional Signage Program (NCATDSP): A Benchmarking Study. *NC Wine Growers Association Annual Conference*, Winston-Salem, North Carolina.

Byrd, E.T. & Rhodes, D. (2014, June). Tourists on the Greenways in Mount Airy: Use and Direct Spending. Mount Airy Parks and Recreation. Final report to Mount Airy City Board of Commissioners

Byrd, E. (2014, March). Building the Research Relationship –Meeting our Mutual Needs. North Carolina Governor's Conference on Tourism: Tourism Research Symposium, Charlotte, North Carolina.

Canziani, B., **Byrd, E.T.**, Banks, M., Troy, S., Bhadury, J., P. Ford (2014, February). Strategic Plan North Carolina Wine and Grape Industry (2014 - 2019). *NC Wine Growers Association Annual Conference*, Winston-Salem, North Carolina.

Byrd, E.T. (2013, May). Economic impact of parks and recreation. *Economic impact of parks and recreation Teleconference. Recreation Resources Service*, Raleigh, NC.

Byrd, E.T., Canziani, B., Hsieh, J., Debbage, K., & Sonmez, S. (2013, February). Study of Visitors to North Carolina Wineries 2012. *NC Wine Growers Association Annual Meeting*, Winston-Salem, NC.

Byrd, E.T. (2010, December). Destination management and recreation. *Connecting Parks and Recreation Departments with Tourism Teleconference. Recreation Resources Service*, Raleigh, NC.

Byrd, E.T. (2008, November). What is sustainable tourism? *Piedmont Triad Area Hosts Meeting*. Greensboro, N.C.

Refereed Proceedings

Full Paper

Byrd, E. T. & Gustke, L. D. (2007). Using decision trees to identify tourism stakeholders based on level of participation in tourism and community political activities. *Travel and Tourism Research Association Annual Conference*. Las Vegas, NV.

Byrd, E. T. & Bosley, H. E. (2004). Stakeholder perceptions of tourism impacts in eastern North Carolina. *Proceedings of the Travel and Tourism Research Association 2004 Annual Conference*. Montreal Canada.

Abstract Only

Turner, T. & **Byrd, E.T.** (2017) We're all in this together: Exploring Americana music festivals and communal exchange. 2017 SETTRA Spring Conference & Tourism Research Symposium, Knoxville, TN.

Cole, Z. & **Byrd, E.T.** (2016, April). Mountain Bike Tourists in the United States: Descriptive Profile and Behavior Characteristics 2016 SETTRA Spring Conference & Tourism Research Symposium, Baton Rouge, LA

Byrd, E.T., Canziani, B., & Cole, Z. (2015, March). The Value of Information Sources for Wine Tourists: What Role Does Level of Wine Knowledge, Submitted to Southeastern Travel and Tourism Research Association Research Symposium. Charlotte, North Carolina.

Cole, Z.D., **Byrd, E.T.**, Canziani, B., Hsieh, J. & Debbage, K. (2014, September). Wine Tourism Geography: Demographics, Flow Patterns, Distance Decay, and Market Access in North Carolina, *Southeastern CHRIE*, Greenville NC.

Byrd, E.T. (2014, March). Longitudinal study of visitor spending at events: The impact of nearcations on Mayberry Days. *Southeastern Travel and Tourism Research Association Research Symposium*, Lexington, KY.

Byrd, E.T. (2014, March). Tourists on the greenways in Mount Airy: Use and direct spending. *Southeastern Travel and Tourism Research Association Research Symposium*, Lexington, KY.

Byrd, E.T., Canziani, B., Hsieh, J., Debbage, K., & Sonmez, S. (2013, June). Predictors of repeat winery visitation in North Carolina, "*Travel and Tourism Research Association Annual Conference, Kansas City, MO*."

Canziani, B., **Byrd, E.T.**, Hsieh, Y., & Phelps, D. (2012, September). Stakeholder Influence on Research Design in a Winery Visitor Study. *Southeastern CHRIE*, Pigeon Forge, TN.

Cardenas, D. & **Byrd, E. T.** (2012, June). An exploratory study of stakeholder understanding of sustainable tourism development: The tourism professional's perspective. *Travel and Tourism Research Association Annual Conference, Virginia Beach, VA*.

Francioni, J. & **Byrd, E.T.** (2012, June). Beer tourists: Who are they? *Travel and Tourism Research Association Annual Conference, Virginia Beach, VA*.

Beedle, J. J., Cardenas, D. A., Kline, C., & **Byrd, E. T.** (2012, June). Resident attitudes towards women owned and operated tourism businesses in an emerging destination". *Travel and Tourism Research Association Annual Conference, Virginia Beach, VA*.

Cardenas, D.A, Quintero, C., & **Byrd, E.T.** (2008). Sustainable tourism development from the ground up: The case of Ayampe, Ecuador. *Southeastern Travel and Tourism Research Association Research Symposium*. Asheville, NC.

Duffy, L., Cardenas, D., & **Byrd, E.** (2008). Resident understanding of sustainable tourism in their community. *Southeastern Travel and Tourism Research Association Research Symposium*. Asheville, NC.

Bedini, L. A., Gladwell, N. J. , **Byrd, E. T.** , & Cardenas, D. A. (2007). Service provision barriers to the leisure travel of family caregivers. *National Recreation and Park Association Congress*. Indianapolis, IN.

Byrd, E. T., Cardenas, D. A., & Greenwood, J. (2007). Comparative analysis between North Carolina rural and urban communities in perceptions of sustainable tourism development: Stakeholder understanding of sustainable tourism development index. *International Society of Travel and Tourism Educators*. Charleston, SC.

Byrd, E. T. & Cardenas, D. A. (2007). Stakeholder understanding of sustainable tourism development. *Southeastern Travel and Tourism Research Association Research Symposium*. Biloxi, MS.

Byrd, E.T., Dregalla, S., & Cardenas, D. A. (2007, February). Differences in stakeholder attitudes of tourism development and the natural environment. *Southeastern Recreation Research Association Annual Conference*, Asheville, NC.

Byrd, E. T. & Cardenas, D. A. (2006). Elements of stakeholder support for tourism in rural communities: The Case of eastern North Carolina. *Proceedings of the Southeastern Travel and Tourism Research Association Research Symposium*. Sarasota, FL.

Bartlett, K. M., **Byrd, E. T.**, Cardenas, D. C., & Gladwell, N.J. (2006). Displacement... negative for all stakeholders... are we sure? A case study of the High Point 2005 International Furniture Market. *Proceedings of the Southeastern Recreation Research Association Annual Conference*. Wilmington, NC.

Braswell, J. D. & **Byrd, E. T.** (2006). Access to non-motorized boating areas. *Proceedings of the Southeastern Recreation Research Association Annual Conference*. Wilmington, NC.

Byrd, E. T., Gustke, L., & Brothers, G. (2004). Stakeholder theory and sustainable tourism development: Who are the stakeholders and what role should they play, *Proceedings of the National Recreation and Park Association - Leisure Research Symposium*. Reno, NV.

Byrd, E. T., Gustke, L., & Brothers, G. (2004). Tourism development in rural eastern North Carolina," *Proceedings of the National Recreation and Park Association - Leisure Research Symposium*. Reno, NV.

Sharik, T. L., Wellman, J. D., Banks, S., **Byrd, E. T.**, Cardenas, D., & Day, T. M.. (2002). Student perceptions of a high quality undergraduate experience: Implications for teaching and learning in natural resources. *Proceedings of the University Education in Natural Resources Conference Proceedings*. Raleigh, NC.

Technical Reports

Boles, J., **Byrd, E.T.**, Bhadury, J., & Troy, S. (2015) North Carolina Muscadine Grape Marketing Analysis. NC Wine and Grape Council.

Byrd, E.T., Bhadury, J., Troy, S., & Canziani, B. (2015), North Carolina Winery Classification Model. North Carolina Wine and Grape Council.

Bhadury, J, **Byrd, E.T.** & Troy, S. (2015). NC Agricultural Tourism Directional Signage Program (NCATDSP): A Benchmarking Study. North Carolina Department of Agriculture and Consumer Services.

Byrd, E.T. & Rhodes, D. (2014). Tourists on the Greenways in Mount Airy: Use and Direct Spending. Mount Airy Parks and Recreation.

Canziani, B., **Byrd, E.T.**, Banks, M., Troy, S., & Bhadury, J. (2014). Strategic Plan North Carolina Wine and Grape Industry (2014 - 2019). North Carolina Department of Agriculture and Consumer Services.

Gladwell, N.J., **Byrd, E.T.**, Castle, C., Neuhauser, B., & Parfitt, L. (2013). Orange County Parks and Recreation Needs Assessment 2012. Orange County Department of Environment, Agriculture, Parks, and Recreation.

- Byrd, E.T.**, Canziani, B., Hsieh, Y., & Debbage, K. (2012). Study of Visitors to North Carolina Wineries 2012. Prepared for North Carolina Department of Commerce: Division of Tourism, Film and Sports Development.
- Gladwell, N.J., **Byrd, E.T.**, Bedini, L.A., Stone, C.F., & Capriolo, J. (2012). Inventory of Park and Recreation Programs in Guilford County. Prepared for Greensboro Parks and Recreation.
- Byrd, E. T.** (2010). Dixie Classic Fair 2010 Guest Study. Prepared for the Dixie Classic Fair.
- Byrd, E.T.** & Beedle, J. (2009). 2009 Surry County Event Report Direct Visitor Spending at Surry County Events. Prepared for the Greater Mount Airy Chamber of Commerce & Mount Airy Visitors Center. Mount Airy, NC.
- Byrd, E. T.** (2008) Autumn Leaves Festival Economic Impact Study. Prepared for the Greater Mount Airy Chamber of Commerce & Mount Airy Visitors Center. Mount Airy, NC.
- Gottovi, N., Harris C., Emert, T., Hemann, R., Rierson Michael, A., & **Byrd, E.T.** (2008). Denton Resource Team Report. Prepared for Central ParkNC. Star, NC.
- Duffy, L., **Byrd, E.T.**, & Cardenas, D.A. (2008). Surry County residents understanding of sustainable tourism. Prepared for the Greater Mount Airy Chamber of Commerce & Mount Airy Visitors Center. Mount Airy, NC.
- Byrd, E. T.** (2008). Economic impact of tourism in the North Carolina Piedmont Triad Counties. Prepared for the Piedmont Triad Council of Governments. Greensboro, NC.
- Byrd, E. T.** (2007) Central Park North Carolina predicted increase in employment: Based on the introduction of interactive tourism website. Prepared for the Piedmont Triad Council of Governments. Greensboro, NC
- Byrd, E.T.**, Cardenas, D.A., Gladwell, N.J., & Dronberger, M. (2007) Greensboro Convention and Visitors Bureau visitor study. Prepared for the Greensboro Area Convention and Visitors Bureau, Greensboro, NC.
- Byrd, E. T.** (2006). 2006 Johnston County visitor's study. Prepared for the Johnston County Convention Bureau. Smithfield, NC.
- Byrd, E. T.** (2005). Alamance County residential perceptions to tourism and tourism development. Prepared for the Burlington/ Alamance County Convention and Visitors Bureau. Burlington, NC.
- Byrd, E. T.** & Lewis, C. (2004). 2004 Johnston County visitor's study. Prepared for the Johnston County Visitors Bureau. Smithfield, NC.
- Byrd, E. T.** & Gustke, L.G. (2002). Eastern 4H Environmental Education Conference and Retreat Center: Strategic short range and long range marketing and development plans. Prepared for Eastern 4H Environmental Education Conference and Center. Columbia, NC.

Byrd, E. T. (2001) Pinehurst visitor study 2001. Prepared for Village of Pinehurst, Southern Pines and Aberdeen Area Convention and Visitors Bureau. Pinehurst, NC.

Byrd, E. T. (1997). Polk County visitor study. Prepared for Polk County Travel and Tourism. Columbus, NC.

Contracts/ Grants

External

Byrd, E.T. & Troy, S. (2016). Comparative Study: Funding Wine Marketing in Peer States. NC Department of Agriculture (\$5,995)

Byrd, E.T., Boles, J., Buadury, J., & Troy, S. (2016) North Carolina Muscadine Grape & Grape Products Marketing Study NC Department of Agriculture (\$15,400)

Byrd, E.T., Gladwell, N.J., Canziani, B.C., Cole, Z. & Boles, J. (2015) Greensboro Tourism Leisure and Conversion Market Segment Study, Greensboro Area Convention and Visitors Bureau, Greensboro, NC. (\$47,000).

Boles, J., **Byrd, E.T.,** Buadury, J., & Troy, S. (2015) NC Muscadine Fresh Grape and Wine Marketing Analysis. NC Department of Agriculture (\$5,000)

Byrd, E.T., Buadury, J., Canziani, B, & Troy, S. (2015) Online Training Program in Winery Hospitality and Customer Service Management. NC Department of Agriculture (\$17,000)

Byrd, E.T., Buadury, J., Canziani, B, & Troy, S. (2014) NC Winery Categorization Model. NC Department of Agriculture (\$25,000)

Buadury, J., **Byrd, E.T.,** Troy, S. (2014). AGRI-SIGN Research Project. NC Department of Agriculture (\$15,000)

Canziani, B., **Byrd, E.T.,** Bhadury, J, & Troy, S. (2013). WINESTRAT. NC Department of Agriculture (\$15,000)

Gladwell, N.J. & **Byrd, E.T.** (2012) Orange County Parks and Recreation Needs Assessment. (\$18,403)

Byrd, E.T., Canziani, B., Hsieh, J., & Debbage, K. (2012). Study of Visitors to NC Wineries. NC Department of Commerce, Raleigh, NC. (\$13,000)

Gladwell, N., **Byrd, E.T.,** Bedini, L., & Stone, C. (2011). Inventory of Park and Recreation Programs in Guilford County, NC. Greensboro Parks and Recreation, Greensboro NC, (\$13,750).

Byrd, E.T., Cardenas, D.A., & Gladwell, N.J. (2007) Greensboro CVB Visitor Study. Greensboro Area Convention and Visitors Bureau, Greensboro, NC. (\$27,324).

Byrd, E. T. (2005) Johnston County Visitor's Study. Johnston County Visitors Bureau, Smithfield, NC. (\$1,129.50)

Internal

Byrd, E.T. (2011). Assessing expectations of tourism development through the application of a gender framework in community-based tourism planning. UNCG Scholars' Travel Fund (\$350)

Byrd, E.T. (2010). Rio Ayampe Region Visitor Study. UNCG Summer Excellence Grant. (\$5,000)

Cardenas, D.A. & **Byrd, E.T.** (2010). Rio Ayampe Region Visitor Study. UNCG Regular Faculty Grant. (\$10,000)

Byrd, E.T. (2009). Using decision trees in tourism market segmentation. UNCG Scholars' Travel Fund (\$350)

Byrd, E.T. (2008). An analysis of the gap between golfers' expectations and satisfaction. UNCG Scholars' Travel Fund (\$150)

Byrd, E.T. (2007). A case study of destination marketing in Hong Kong. UNCG Scholars' Travel Fund (\$290)

Byrd, E. T. (2004). Development of a support for sustainable tourism index. UNCG New Faculty Grant (\$5,000)

Awards

Dean and Tracy Priddy Dean's Notable Scholar, Bryan School of Business and Economics, University of North Carolina Greensboro. 2015-2016

Graduate Research Certificate from the College of Natural Resources, North Carolina State University, May 17, 2003.

Institution Involvement

Teaching at University of North Carolina at Greensboro

2016-17 AY

		Semester Taught
HHS 128	Introduction to Sustainable Development	Fall 2016
STH 332	Sustainable Destination Planning & Management	Fall 2016
STH 491	Tourism & Hospitality Strategic Management	Fall 2016

2015-16 AY

		Semester Taught
STH 332	Sustainable Destination Planning & Management	Fall 2015
STH 354	Restaurant Entrepreneurship	Fall 2015
STH 491	Tourism & Hospitality Strategic Management	Fall 2015
STH 232	Tourism Impacts & Alternatives	Spring 2016
STH 311	Sustainable Food and Beverage	Spring 2016

STH 491 Tourism & Hospitality Strategic Management Spring 2016

2014-15 AY

	Semester Taught
STH 232 Tourism Impacts & Alternatives	Fall 2014
STH 332 Sustainable Destination Planning & Management	Fall 2014
STH 491 Tourism & Hospitality Strategic Management	Fall 2014
STH 311 Sustainable Food and Beverage	Spring 2015
STH 401 Hotel & Travel Services Marketing	Spring 2015
STH 491 Tourism & Hospitality Strategic Management	Spring 2015

2013-14 AY

	Semester Taught
STH 232 Tourism Impacts & Alternatives	Fall 2013
STH 332 Sustainable Destination Planning & Management	Fall 2013
STH 491 Tourism & Hospitality Strategic Management	Fall 2013
CRS 684 Problems in Retail Marketing	Fall 2013
STH 311 Sustainable Food and Beverage	Spring 2014
STH 491 Tourism & Hospitality Strategic Management	Spring 2014
STH 417 Internship	Summer 2014

2012-13 AY

	Semester Taught
RPM 423 Meeting and Event Planning and Management	Fall 2012
HTM 352 Destination Management	Fall 2012
HTM 456 Issues and Trends in Hospitality and Tourism	Fall 2012
HTM 456 Issues and Trends in Hospitality and Tourism	Spring 2013
RPM 429 Special Event Management	Spring 2013
RPM 417 Internship in Recreation and Parks	Summer 2013

2011-12 AY

	Semester Taught
RPM 342 Recreation Area and Facility Development	Fall 2011
RPM 423 Meeting and Event Planning and Management	Fall 2011
HTM 352 Destination Management	Fall 2011
RPM 111 Introduction to Recreation and Parks	Spring 2012
RPM 429 Special Event Management	Spring 2012
RPM 417 Internship in Recreation and Parks	Summer 2012

2010-11 AY

	Semester Taught
RPM 423 Meeting and Event Planning and Management	Fall 2010
HTM 352 Destination Management	Fall 2010
RPM 612 Research Applications in Recreation, Parks, and Tourism	Fall 2010
RPM 418 Research and Evaluation in Recreation, Parks and Tourism	Spring 2011
RPM 429 Special Event Management	Spring 2011
RPM 417 Internship in Recreation and Parks	Summer 2011

2009-10 AY

	Semester Taught
RPM 423 Meeting and Event Planning and Management	Fall 2009
RPM 418 Research and Evaluation in Recreation, Parks and Tourism	Fall 2009
HTM 352 Destination Management	Spring 2010

RPM 429	Special Event Management	Spring 2010
RPM 627	Conceptual Foundations of Travel and Tourism	Spring 2010
2008-09 AY		Semester Taught
RPM 423	Meeting and Event Planning and Management	Fall 2008
HTM 352	Destination Management	Fall 2008
HTM 352	Destination Management	Spring 2009
RPM 429	Special Event Management	Spring 2009
RPM 417	Internship in Recreation and Parks	Summer 2009
2007-08 AY		Semester Taught
HTM 452	Meeting and Event Planning and Management	Fall 2007
HTM463	Sustainable Tourism Development	Fall 2007
HTM 352	Destination Management	Spring 2008
HTM456	Issues and Trends in Hospitality and Tourism	Spring 2008
RPM 315	Practicum in Recreation and Parks	Summer 2008
2006-07 AY		Semester Taught
HTM 452	Meeting and Event Planning and Management	Fall 2006
HTM463	Sustainable Tourism Development	Fall 2006
HTM 352	Destination Management	Spring 2007
RPM 511	Senior Seminar in Recreation and Parks	Spring 2007
HTM 455	Internship in Hospitality and Tourism Management	Summer 2007
2005-06 AY		Semester Taught
RPM 418	Research and Evaluation in Recreation, Parks and Tourism	Fall 2005
HTM 452	Meeting and Event Planning and Management	Fall 2005
RPM 695	Independent Study	Fall 2005
RPM 696	Directed Readings	Fall 2005
HTM 352	Destination Management	Spring 2006
RPM 511	Senior Seminar in Recreation and Parks	Spring 2006
RPM 417	Internship in Recreation and Parks	Summer 2006
RPM 696	Directed Readings	Summer 2006
2004-05 AY		Semester Taught
RPM 418	Research and Evaluation in Recreation, Parks and Tourism	Fall 2004
HTM 452	Meeting and Event Planning and Management	Fall 2004
RPM 695	Independent Study	Fall 2004
RPTM418	Research and Evaluation in Recreation, Parks and Tourism	Spring 2005
HTM 463	Sustainable Tourism Development	Spring 2005
RPT 663	Concepts and Issues in Sustainable Tourism	Spring 2005
RPM 315	Practicum in Recreation and Parks	Summer 2005
2003-04 AY		Semester Taught
RPM 418	Research and Evaluation in Recreation, Parks and Tourism	Fall 2003

RPM 423	Meeting and Event Planning and Management	Fall 2003
RPM 418	Research and Evaluation in Recreation, Parks and Tourism	Spring 2004
HTM 426	Trends and Issues in Tourism and Commercial Recreation	Spring 2004
RPM 626	Tourism Management	Spring 2004
RPM 417	Internship in Recreation and Parks	Summer 2004

Teaching at North Carolina State University

2002-03 AY

PRT 220 Commercial Recreation and Tourism Management

Semester Taught

Spring 2003

2001-02 AY

PRT 407 Service, Facility and Event Marketing (Undergraduate)

PRT 507 Service, Facility and Event Marketing (Graduate)

Semester Taught

Spring 2002

Spring 2002

Advisement

	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2012-2013
Undergraduate Advisees	15	23	28	33	54	51	40	30	50
Graduate Advisees	5	5	5	4	3	3	4	5	0
Member of Dissertation Committee	0	0	0	0	1	1	1	1	2
Chair of Master's Thesis	2	3	3	0	0	0	0	0	0
Member of Master's Thesis Committee	0	0	0	0	0	1	2	1	0
Chair of Master's Project	2	2	2	4	0	0	2	2	0
Member of Master's Project Committee	0	0	3	2	1	0	0	2	0

Teaching Awards

2013 Senior Teaching Excellence Award, Bryan School of Business and Economics, University of North Carolina Greensboro

2011 Gail M. Hennis Excellence in Teaching Award, University of North Carolina Greensboro

Teaching Conferences Attended

2007 International Society of Travel and Tourism Educators. Charleston, SC.

2007 Lilly South, Greensboro, NC

2007 SPRE Teaching Institute, Clemson, S.C.

2006 2nd Annual Scholarship of Teaching and Learning Showcase Conference, Raleigh, NC

2006 Lilly South Conference, Greensboro NC

Workshops Attended

ACE Leadership Academy for Department Chairs, American Council on Education (Summer 16)
 Bryan School Online Workshop, UNCG (Summer 16)
 Canvas Workshop, UNCG (Fall 14)
 Faculty Workshop on Sustainability in the Curriculum, UNCG (Fall 14)
 Faculty Workshop on Sustainability in the Curriculum, UNCG (Spring 14)
 Incorporating Sustainability into the Curriculum, UNCG (Summer 13)
 Incorporating Revision into the Writing-Intensive Course, UNCG (Summer 09)
 Introduction to the Writing-Intensive Course, UNCG (Summer 09)
 Curriculum Enhancement with Research and Writing Skills, UNCG (Summer 09)
 Group Think: Conversations About Effective Group Strategies, UNCG HHP (Spring 06)
 Speaking to Learn: Learn to Speak, UNCG University Speaking Center (Summer 05)
 Teaching the Writing-Intensive Course, UNCG University Speaking Center (Summer 05)

Other

2014 - Faculty Mentor for student in the UNCG Research Development Program

Professional Service**Organizational Memberships**

Travel and Tourism Research Association (TTRA)	2003 – present
<u>Branch Affiliation</u>	
Southeastern TTRA (SETTRA)	2003 – present
National Recreation and Park Association (NRPA)	2002 – 2004, 2007-2009
<u>Branch Affiliation</u>	
Society of Park and Recreation Educators (SPRE)	2002 – 2004, 2007-2009

Coordinator

Southeastern Travel and Tourism Research Association Research Symposium, Coordinator for Research Presentations (2006 – 2017)

Moderator

Southeastern Travel and Tourism Research Association Research Roundtable, Moderator (2016)

Southeastern Travel and Tourism Research Association Research Symposium, Moderator for Research Presentations (2005 – 2006, 2008 – 2011, 2013-2016)

Professional Board Membership

Southeastern Travel and Tourism Research (2016-2017)
 Greensboro Convention and Visitors Bureau SETRAC Committee Member (2016-2017)

Reviewer: Journal

British Food Journal	(2016)
Event Management	(2014)
International Journal of Tourism Policy	(2009, 2009, 2010)
International Journal of Wine Business Research	(2015)
Tourism Management	(2003, 2006, 2009-2016)
Journal of Business Research	(2013)
Journal of Destination Marketing & Management	(2016)
Journal of Sustainable Tourism	(2009, 2010, 2011, 2013)

Reviewer: Conference Paper

Travel and Tourism Research Association Annual Conference, Reviewer for Research Presentations (2013, 2015, 2017)

Southeastern Travel and Tourism Research Association Research Symposium, Reviewer for Research Presentations (2006 – 2008)

Southeaster Recreation Research Association Annual Conference, Reviewer for Research Presentations (2006 – 2009)

Travel and Tourism Research Association, 2005 J Desmond Slattery Undergraduate Award, Reviewer (2005)

Reviewer: Book

Craft Beverages and Tourism, Volume 1 - The Rise of Breweries and Distilleries in the United States (2016)

Institution Service**University**

Member	Strategic Plan Implementation Team – Sustainability (UNCG)	2010-2011
Member	Environmental Studies Committee (UNCG)	2005- present
Member	Campus Recreation Advisory Committee (UNCG)	2005- 2011
Member	UNCG Counter Terrorism Workgroup (UNCG)	2004
Member	UNCG Social Area Feasibility Committee (UNCG)	2004

School

Member	Bryan School Faculty Executive Committee	2014 - 2016
Member	Bryan School Undergraduate Program Committee (UNCG)	2011 - present
Member	Bryan School Feasibility Task Force on Internships	2015 - 2016
Member	Bryan School Promotion and Tenure Committee (UNCG)	2012-2014
Member	Teaching and Learning Committee: Teaching Excellence Award	2014
Member	Bryan School Undergraduate Program Committee Summer Work Group	2012

Member Research Certificate Development Committee (NCSU) 2002

Departmental

Chair	MEHT Undergraduate Curriculum Committee	2012-present
Chair	Search Committee for Assistant Professor in STH	2016
Chair	Search Committee for Lecturer in STH	2015
Member	Search Committee for Assistant Professor in CARS	2015
Co-Chair	Search Committee for MEHT Department Head	2013
Chair	Search Committee for Assistant Professor in HTM	2012-2013
Member	Search Committee for Assistant Professor in DOM	2012-2013
Member	Search Committee for RTH Department Head	2008
Member	Graduate Application Review Committee	2008 to 2009; 2010 - 2011
Coordinator	Departmental Special Events Coordinator	2006
Member	RTH Marketing Committee	2006 - 2010
Member	Graduate Student Recruitment Committee	2003 to 2006
Departmental Representative	Spartan Orientation, Advising and Registration	2005 to 2011
Faculty Advisor	RTH Club, Student Majors Club	2004-2006; 2009- 2011
Member	NRPA/AALR Re-accreditation Self-Study Team	2005
Member	Curriculum Revision Subcommittee	2005
Member	Faculty Advisor Evaluation Subcommittee	2005
Member	Search Committee for Assistant Professor in HTM	2003 to 2004
Member	Search Committee for Assistant Professor in HTM	2003 to 2004

Community Service

2014-2017: Trinity High School Academy of Hospitality and Tourism Advisory Board Member

2014-2017: Piedmont Triad Host Group – nonvoting member

2016: NC Zoo Earth Day Event, STH 232, developed and ran the Earth Day Event for the NC Zoo.

2012-2016: STH 491 (previously HTM 456) Capstone Community Partnership Project with hospitality and tourism related organizations – Mount Airy, N.C.

2006-2016: North Carolina Counties Tourism Development Strategic Plans, STH 332 and HTM 352 Group Projects - Development of a Comprehensive Tourism Development Strategic Plan for 35 NC counties.

2007-2015: NC Zoo Wolf Awareness Event, STH 232, RPM/HTM 423 Event Management Class developed and ran the Wolf Awareness Day Event for the NC Zoo.

2010-2011: Dixie Classic Fair 2010 Guest Study

2008: Member of Central Park NC Small Town Area Revitalization Resource Team - Denton, NC.