

DAVID A. CÁRDENAS

dacarden@uncg.edu

EDUCATION AND TRAINING

NORTH CAROLINA STATE UNIVERSITY – Raleigh, NC *May 2005*

Doctorate of Philosophy – Parks, Recreation and Tourism Management

- Minor – Student Development
- Dissertation – Measurement of Involvement Factors in Leisure Studies
Doctoral Students

NORTH CAROLINA STATE UNIVERSITY – Raleigh, NC *May 2001*

Master of Science – Parks, Recreation and Tourism Management

- Thesis – Involvement of Recreation Runners
- Inducted in Phi Kappa Phi Honor Fraternity

NORTH CAROLINA STATE UNIVERISTY – Raleigh, NC *May 1995*

Bachelor of Science – Zoology, Pre-Med

PROFESSIONAL EXPERIENCE

ASSISTANT PROFESSOR *Fall 2005- Present*

The University of North Carolina Greensboro – Greensboro NC

- Develop and maintain a high research agenda
- Responsible for a 2/2 teaching load
- Teach two study abroad courses in Ecuador, SA each summer
- Advise and mentor 46 undergraduate and 2 graduate students each semester
- Serve on multiple university, school, and departmental committees

VISITING ASSISTANT PROFESSOR *Fall 2004- Spring 2005*

The University of North Carolina Greensboro – Greensboro NC

- Develop and maintain a high research agenda
- Responsible for a 2/2 teaching load

PROGRAM COORDINATOR *August 2002 – Fall 2004*

North Carolina State University – Raleigh NC

- Developed and implemented the Graduate Research Certificate
- Created a seminar course on research for graduate students of the College of Natural Resources

RESEARCH ASSISTANT *August 2001 – Fall 2004*

North Carolina State University – Raleigh NC

- Developed and administered the North Carolina Travel Tracker (Travel barometer for the State of North Carolina)
- Analyzed and interpreted North Carolina Senior Games research
- Assisted in developing and implementing the North Carolina Visitor Profile Study
- Developed effective survey instruments to conduct primary research of Recreational Runners and The North Carolina Museum of Art
- Compiled and entered data received from survey instruments
- Assisted in writing journal articles from data collected
- Wrote a monthly newsletter on tourism issues for Cooperative Extension Agents
- Assisted in organizing a monthly teleconference on tourism issues

CONSULTANT*May 2000 – December 2000*

North Carolina Conservation Funds – Raleigh, NC

- Worked with Ashe County, North Carolina to develop an extension of the *Virginia Creeper*, a running/bicycling rail trail
- Developed a complete marketing plan for the rail trail that included identification of target users, potential partners and effective promotions to ensure success of the trail
- Conducted an economic impact study for the project and created a databank of all tourism assets in the area to improve marketing and packaging

STUDENT CENTER FOOD COURT MANAGER*May 1997 – August 1999*

North Carolina State University – Raleigh, NC

- Promoted to restaurant manager to oversee and coordinate all aspects of food service operations for four restaurants in the student center which included Taco Bell, The Wolfe's Den Sports Bar, Lil Dino's and Celerity
- Managed, recruited, selected, and conducted performance appraisals for a staff of 70, and responsible for monitoring a budget of over 1.6 million dollars
- Created and opened The Wolfe's Den Sports Bar, which included restaurants design, menu selection and operating standards.

RESTAURANT MANAGER*August 1995 – May 1997*

The Underground Grill and Pasta – Raleigh, NC

- Renovated and oversaw the opening of a new restaurant which included concept design, menu design, and facility décor
- Coordinated the annual ACOHO-I/NACUFS summer internship which prepares college students for a career in hospitality management
- Managed and directed the day to day operations of the back and front of the house operations

CATERING COORDINATOR*August 1995 – May 1997*

University Catering – Raleigh, NC

CATERING SUPERVISOR*November 1993 – May 1995*

University Catering – Raleigh, NC

RESEARCH EXPERIENCE**PUBLICATIONS**

Cárdenas, D.A., Byrd, E.T., & Duffy, L. (in progress). An exploratory study of stakeholder understanding of sustainable tourism development. *Target – Journal of Sustainable Tourism Development*.

Kline, C., Cárdenas, D.A., & Duffy, L. (in progress). North Carolina paddler segmentation. *Target – Journal of Sustainable Tourism*

Duffy, L., Cárdenas, D.A., & Byrd, E.T. (in progress). The University of North Carolina at Greensboro study abroad students' preparation for and participation in sustainable tourism practices. – *Target - Journal of Education of Sustainable Development*

Standish, K.M, Brothers, G., & Cárdenas, D.A. (under review). Combining service learning with study abroad: A review of the literature and suggestions for future research. *Scholar: A Journal of Leisure Studies and Recreation Education*

Cárdenas, D.A. & Ting, R. (accepted). Doctoral student involvement: A national explorative study. *Scholar: A Journal of Leisure Studies and Recreation Education*

Gladwell, N. J., Bedini, L. A., Bryd, E. T., & Cárdenas, D. A. (accepted) Shared leisure of family caregivers. *Journal of Unconventional Parks, Tourism and Recreation Research*

- Cárdenas, D. A., Henderson, K. A., & Wilson, B. E. (2009). Senior Games and physical activity participation among older adults. *Journal of Aging Physical Activity*, 17, 135-153.
- Byrd, E. T., Cárdenas, D. A., & Dregalla, S. (2009). Stakeholders' perception of tourism and the natural environment. *eTourism Review* 7(2), 39-51.
- Cárdenas, D. A., Wilson, B. E., & Henderson, K. A. (2009). The role and influence of Senior Games experiences for older adults. *Journal of Leisure Studies*. 41(1), 41-56.
- Byrd, E. T. & Cárdenas, D. A., & Bloyer, J. B. (2008). Factors of stakeholder support for sustainable tourism: The case of eastern North Carolina. *Tourism and Hospitality Research*, 8(3), 192-204.
- Kline, C., Cárdenas, D. A., Leung, Y., & Sanders, S. (2007). Sustainable farm tourism: Understanding and managing environmental impacts visitor activities. *Journal of Extension*, [On-line], 45(2), Available at: <http://www.joe.org/joe/2007april/rb2.shtml>
- Cárdenas, D.A. (2004). The Scholarship of Teaching: A Review of Schole. *Scholarship of Teaching and Learning Education*. 19, 145-157.
- McGehee, N.G., Yoon, Y., & Cárdenas, D.A. (2003) Involvement and travel for recreational runners in North Carolina. *Journal of Sport Management*. 17(3), 305-324.
- Sharik, T.L., Wellman, J.D., Banks, S., Byrd, E.T., Cárdenas D.A., & Day, T.M. (2002). Student perceptions of a higher quality undergraduate experience: Implications for teaching and learning in Natural Resources. *University Education in Natural Resources Conference Proceedings*.

BOOK CHAPTERS

- Cárdenas, D.A, Groff D.G., Bedini L.A. (2005). Professional preparation and development. In Paul Gaskill (Ed.) *Introduction to Leisure Services in North Carolina*. (pp. 135- 154). Dubuque, IA: Kendall Hunt

PRESENTATIONS

- Kline, C., Cárdenas, D.A., & Duffy, L. (2010, April). Paddling as economic development: Paddler perspective on paddling trail funding strategies. *Presented at 2010 International Conference Sustainable Tourism: Issues, Debates and Challenges, Crete*.
- Cárdenas, D. A. & Elekwa, N.K. (2010). Host perceptions of tourism and tourism development. *Presented at Southeastern Travel and Tourism Research Recreation Conference, Mobile Alabama*.
- Cárdenas, D. A., Duffy, L, Standish, K, Elekwa, N.K., Beam, J.E., Rayburn, D., & Giard, K. (2010 February). Incorporating service learning into study abroad: Case study of Ayampe, Ecuador. *Presented at 2010 Lilly South Conference on College and University Teaching, Greensboro, NC*.
- Duffy, L., Cárdenas, 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. *Presented at Southeastern Travel and Tourism Research Recreation Conference, Mobile Alabama*.
- Byrd, E. T., & Cárdenas, D.A. (2009, March). Using decision tree in tourism market segmentation. *Presented at Southeastern Travel and Tourism Research Recreation Conference, Mobile Alabama*.

- Cárdenas, D. A., Henderson, K. A., & Wilson, B. E. (2008, May). The influence of Senior Games on the physical activity of older adults in communities. *Presented at Twelfth Canadian Congress on Leisure Research*, Montreal, Canada.
- Cárdenas, D. A., Quintero, C., & Byrd, E. T. (2008, April). Sustainable tourism development from the ground up: The case study of Ayampe, Ecuador. *Presented at Southeastern Travel and Tourism Research Recreation Conference*, Asheville, N.C.
- Duffy, L., Cárdenas, D. A., & Byrd, E. T. (2008, April). Resident understanding of sustainable tourism their community. *Presented at Southeastern Travel and Tourism Research Recreation Conference*, Asheville, N.C.
- Cárdenas, D. A., Byrd, E. T., & Greenwood J. B. (2007, October). Comparative analysis between North Carolina communities and sustainable tourism: Stakeholder understanding of sustainable tourism. *Presented at International Travel and Tourism Educators*, Charleston, SC.
- Hsieh, Y., Cárdenas, D. A., & Byrd, E. T. (2007, October). Teaching capstone courses in travel and tourism. *Presented at International Travel and Tourism Educators*, Charleston, SC.
- Bedini, L. A., Gladwell, N. J., Bryd, E. T., & Cárdenas, D. A. (2007, September). Service provision barriers to the leisure travel of family caregivers. *Presented at National Recreation and Park Association – Leisure Research Symposium*, Indianapolis, IN.
- Wilson, B. E., Henderson, K. A., & Cárdenas, D. A. (2007, April). The role and influence of Senior Games Experience for older adults. *Presented at Southern Gerontologic Society Annual Meeting*, Greensboro, NC.
- Cárdenas, D. A. & Byrd, E. T., (2007, March). Stakeholder understanding of sustainable tourism development. *Presented at Southeastern Travel and Tourism Research Recreation Conference*, Biloxi, MS.
- Jung, S., Cárdenas, D. A., Hsieh, Y., & Bryd, E. T., (2007, March). Case study of destination marketing in Hong Kong. *Presented at Southeastern Travel and Tourism Research Recreation Conference*, Biloxi, MS.
- Hsieh, Y., Bryd, E. T., & Cárdenas, D. A. (2007, February). Challenges of teaching capstone courses. *Presented at 2007 Lilly South Conference on College and University Teaching*, Greensboro, NC.
- Jeffers-Brown, D., Cárdenas, D. A., & West, S. (2006, November). Academic service-learning: An engaged scholarship. *Presented at North Carolina Parks and Recreation Association Conference – Educators’ Retreat*, New Bern, NC.
- Cárdenas, D. A., & Wilson, B. E. (2006, October). Leisure studies doctoral students: A national exploratory study of activity patterns. *Presented at National Recreation and Park Association – Leisure Research Symposium*, Seattle, WA.
- Cárdenas, D. A. & Ting, R. (2006, March). Leisure studies doctoral students. A national exploratory study of activity patterns. *Presented to ACPA Annual Convention 2006*, Indianapolis, IN.
- Byrd, E. T., & Cárdenas, D. A. (2006, March). Elements of stakeholder support for tourism in rural communities: A case of eastern North Carolina. *Presented at Southeastern Travel and Tourism Research Recreation Conference*, Sarasota FL.
- Bartlett, K. M., Byrd, E. T., Cárdenas, D. A., & Gladwell, N. J. (2006, February). Displacement negative for all stakeholders... are we sure? A case study of the High Point 2005

International Furniture Market. *Presented to the Southeastern Recreation Research Association Annual Conference*, Wilmington, NC.

Byrd, E. T., & Cárdenas, D. A. (2005, June). Elements of stakeholder support in rural communities: A case of eastern North Carolina. *Presented to Travel and Tourism Research Association Annual Conference*, New Orleans, LA.

Osterritter, K., Hsieh, Y., Cárdenas, D.A. (2005). The moderator effects of job involvement and personal life involvement on the relationships between work/personal life conflict and intention to quit. *10th Annual Hospitality and Tourism Graduate Student Education and Research Conference*, Myrtle Beach, SC January 2005.

Kline, C., Cárdenas D.A., Leung, Y., (2002). An exploratory study of farm tourism impact zones, *2002 National Extension Tourism Conference*, Traverse City MI, September 16-19 2002.

Cárdenas, D.A., McGehee, N. (2001). Involvement as an indicator of travel for recreational runners, *NRPA 2001 Symposium on Leisure Research*, Denver CO, October 3-6th 2001.

McGehee, N.G., & Cárdenas D. A. (2001, June). Involvement as an indicator of travel activities for the niche market of traveling recreational runners. *Presented to the Travel and Tourism Research Association Conference*, Ft. Myers, FL.

REFEREED PROCEEDINGS

Byrd, E.T., & Cárdenas, D.A. (2005). Factors of stakeholder support in rural communities. The case of eastern North Carolina. *Proceeding of the Travel and Tourism Research Association, 36th Annual Conference*, New Orleans, LA. June 11-15th 2005.

Bloyer, J., Byrd, E.T., & Cárdenas, D.A., & Hardy, R. (2003). Tourism and small town revitalization: A case study of Selma, NC. *Proceeding of the Travel and Tourism Research Association, 34th Annual Conference*, St. Louis MO. June 15-18th 2003.

Sharik, T. L., Wellman, J. D., Banks, S., Byrd, E. T., Cárdenas, D. A., & Day, T. M. (2002). Students' perceptions of high quality undergraduate experiences: Implication for teaching and learning in natural resources. *Proceeding of the University of Education in Natural Resources Conference Proceedings*, Raleigh, NC.

GRANTS AND CONTRACTS

Cardenas, D. A. (2010). Visitor study of the Rio Ayampe Region, Ecuador South America. UNCG Kohler Funds for International Programs (\$1,000 – Funded)

Cárdenas, D. A., & Byrd, E. T. (2009). Visitor study of the Rio Ayampe Region, Ecuador South America. UNCG Regular Faculty Grant and Summer Excellence Grant (\$15,000 - Funded)

Cárdenas, D. A., & Byrd, E. T. (2008). Local Business Owners Assessment of Sustainable Tourism Development: What do they know and do they want to be involved? Department of Recreation, Tourism, and Hospitality Management (\$2,350 – Funded).

Byrd, E. T., & Cárdenas, D. A. (2007). Sustainable tourism assessment index. High Priority Research Goal Cluster – Department of Recreation, Tourism, and Hospitality Management (\$4,000 – Funded).

Cárdenas, D. A. (2007). International sustainable tourism development. Pre-planning research workshop. High Priority Research Goal Cluster – Department of Recreation, Tourism, and Hospitality Management (\$1,000 – Funded).

Byrd, E. T., Cárdenas, D. A., & Gladwell, N. A. (2007). Greensboro Area Convention and Visitors Bureau visitor study. Greensboro Area Convention and Visitors Bureau (\$27,324 – Funded).

Cárdenas, D. A. (2006). Doctoral student involvement: Confirmatory analysis of the Doctoral Student Involvement Questionnaire. UNCG Faculty Grant (\$4,850 – Not Funded).

Cárdenas, D. A., (2005). Measurement of involvement factors in doctoral programs at three doctoral granting institutions. UNCG New Faculty Grant (\$4,500 – Not Funded)

TEACHING EXPERIENCE

ASSISTANT PROFESSOR

Fall 2005-Present

The University of North Carolina Greensboro – Greensboro NC

- Introduction to Hospitality and Tourism Management (HTM 151)
- Introduction to Travel and Tourism (HTM 261)
- Practicum in Recreation and Parks (RPM 315)
- Restaurant Development and Operations (HTM 371)
- Internship in Recreation and Parks (RPM 417)
- Event Management (HTM 423)
- Community-Based Tourism Planning (HTM 445)
- Internship in Hospitality and Tourism Management (HTM 455/417)
- Trends and Issues in Hospitality and Tourism (HTM 456)
- Sustainable Tourism (HTM 463)
- Tourism Management (RPM 626)
- Advanced Sustainable Community Based Tourism Planning (RPM 636)

VISITING ASSISTANT PROFESSOR

Fall 2004- 2005

The University of North Carolina Greensboro – Greensboro NC

- Introduction to Hospitality and Tourism Management (HTM 151)
- Introduction to Travel and Tourism (HTM 261)
- Restaurant Development and Operations (HTM 371)

INSTRUCTOR

Fall 2003

North Carolina State University – Raleigh NC

- Parks, Recreation and Tourism Management senior seminar course (PRT477)

SUPERVISED TEACHING

Fall 2002

North Carolina State University – Raleigh NC

- Parks, Recreation and Tourism Management senior seminar course (PRT477)

TEACHING ASSISTANT

Spring 2002

North Carolina State University – Raleigh NC

- Introduction to Parks, Recreation and Tourism Management (PRT 152)

TEACHING ASSISTANT

Spring 2001

North Carolina State University – Raleigh NC

- Commercial Recreation (PRT 220)

SERVICE, OUTREACH, & PROFESSIONAL DEVELOPMENT

UNCG, School of HHP, and Dept of RTH Committee Member

- International Program Study Abroad Selection Committee (2006-2010)
- RTH Graduate Application Review Committee (2006-2010)
- Co-Chair, Search Committee for AP Assistant Professor of Recreation, Tourism, and Hospitality Management (2007-2008)

- HHP Teaching Excellence Awards (2005--2009)
- Member, Search Committee for Assistant/Associate/Full Professor of Recreation, Tourism, and Hospitality Management (2006-2007)
- Member, Search Committee for Director, Speech and Hearing Clinic (2005-2006)
- Greensboro Center for Innovative Development on UNCG North Campus (2005-2006)
- RTH Advising and Recruitment (2004-2005)
- Graduate Recruitment and Retention (2004-2005)
- RTH Special Event (2004-2005)

Professional Organization Member

- National Recreation and Park Association
- North Carolina Recreation and Park Association
 - Educator's Division (Treasurer/Secretary 2005-2008)
- Travel and Tourism Research Association
- Southeastern Travel and Tourism Research Association
- National Association of Student Affairs Administrators
- College Students Educators International
- Rio Ayampe Foundation

Community

- Ayampe, Ecuador Service Project – Park Development (2009)
- Greensboro, North Carolina – Adopt a Park (2009)
- Greensboro, North Carolina – Relay for Life (2009)
- Ayampe, Ecuador Service Project – Sustainability Training (2008)
- Ayampe, Ecuador Service Project – Beach Beatification (2007)
- Manta, Ecuador Service Project – Home Building (2006)

Reviewer – Articles/Manuscript/Conference Papers

- Tourism Management (2010)
- Southeastern Travel and Tourism Research Association (2005-2009)
- *Schole: A Journal of Leisure Studies and Recreation Education* (2006)
- Southeastern Recreation Research Association (2005-2007)

Professional Development Seminars/Workshops

- Writing Across the Curriculum – Course Development (2007)
- Writing Across the Curriculum – Research Paper (2007)
- International Study Abroad Curriculum Development (2006)
- Service Learning Course Development (2006)
- Speaking Across the Curriculum – Course Development (2006)
- UNCG Master Advising Training and Certification (2005)
- Communication Across the UNCG Curriculum (2004)
- Instruction Technology (2004)
- Research Support Service in HHP (2004)
- Faculty Annual Review in HHP (2004)

AWARDS

2010 Inducted into Eta Delta Chapter of UNCG's Phi Beta Delta International Scholars Honor Society

2008 Teaching Excellence Award, College of Health and Human Performance, University of North Carolina Greensboro

2003 Outstanding Graduate Student, Department of Park, Recreation and Tourism Management, North Carolina State University

2003 Travel Council of North Carolina, Inc Scholarship

2002 Teaching Assistant of the Year, North Carolina State University

LANGUAGES & SKILLS

- Bilingual – English and Spanish
- Literate with Microsoft Word, Excel, Power Point and Windows
- Proficient with SPSS, Stata, Dreamweaver, Fireworks, Flash, TCR, Synergy, and Nutranet computer software/systems
- Member of Phi Kappa Phi Honor Society
- Volunteer Soccer Coach
- Born and raised in Quito, Ecuador