

# CHANTELL LAPAN, PHD

Department of Marketing, Entrepreneurship, Hospitality, & Tourism | Bryan School of Business & Economics | University of North Carolina at Greensboro | 472 Bryan Building | cmlapan@uncg.edu | (919) 971-6735

## EDUCATION

### PH.D., PARKS, RECREATION AND TOURISM MANAGEMENT

North Carolina State University | Raleigh, NC | May 2014

- Emphasis in tourism as a tool for rural development
- Ethnographic fieldwork in Lake Atitlán, Guatemala utilizing participatory research methods
- Dissertation: *Communitarian micro-entrepreneurship and gender in the Maya touristscape*
- Committee: Duarte Morais (chair), Carla Barbieri, Myron Floyd, Tim Wallace

### MASTER OF INTERNATIONAL STUDIES

North Carolina State University | Raleigh, NC | December 2008

- Concentration in International Development/Sustainable Tourism
- Study Abroad in Ghana (Landscapes in Ecotourism)
- Capstone: *Tourism and Development in Latin America & the Caribbean: Is there room for pro-poor tourism?*

### B.A., ANTHROPOLOGY

University of North Carolina at Chapel Hill | Chapel Hill, NC | December 2005

- Major in Cultural Anthropology; minor in Spanish
- Graduated with Distinction and Honors
- Undergraduate thesis: *Local identity on the Outer Banks: Discourses with tourists*

## WORK EXPERIENCE

### UNC GREENSBORO | GREENSBORO, NC | AUGUST 2018 – PRESENT

ASSISTANT PROFESSOR OF SUSTAINABLE TOURISM AND HOSPITALITY, BRYAN SCHOOL OF BUSINESS & ECONOMICS | August 2018 – present

- ⇒ Teach courses related to Sustainable Hospitality and Tourism
  - Serve as instructor of record for Introduction to Sustainable Development (HTM 200), Fall 2018, Fall 2019, Spring 2020, Fall 2020; Spring 2021, Fall 2021; Spring 2022; Fall 2022; Spring 2023
  - Serve as instructor of record for Diversity & Equity in Hospitality & Tourism (HTM 250), Spring 2023
  - Serve as instructor of record for Sustainable Food & Beverage (HTM 311), Spring 2022
- ⇒ Conduct research related to Sustainable Hospitality and Tourism
  - Utilize mixed-methods to conduct novel research on the economic, social, cultural and environmental impacts of tourism and hospitality
  - Publish research results in high quality, high impact journals
- ⇒ Provide service to support the mission of the department, school, university, and profession
  - Serve on committees that advance the mission of the university; take leadership roles
  - Engage in peer-review process by reviewing manuscripts for top journals

## NORTH CAROLINA STATE UNIVERSITY | RALEIGH, NC | AUGUST 2007 – AUGUST 2018

ADJUNCT ASSISTANT PROFESSOR, DEPARTMENT OF PARKS, RECREATION & TOURISM MANAGEMENT | May 2016 – August 2018

- ⇒ Engaged with faculty, departmental leadership, and students on strategic initiatives
  - Served as point of contact for expanding efforts related to global research and scholarship development
  - Participated in departmental meetings and initiatives
  - Met with graduate students to advise on research and funding opportunities

DIRECTOR OF GLOBAL RESEARCH, OFFICE OF GLOBAL ENGAGEMENT | May 2016 – August 2018

- ⇒ Developed strategy for advancing global research at NC State
  - Identified funding opportunities and coordinated internationally focused grant proposals (e.g. U.S. Department of State, USAID, USDA, NSF, World Bank) with multidisciplinary teams of faculty and staff (14 proposals totaling \$6,645,045 in funds requested during 2016-2017)
  - Conducted assessment of international grant development and global research activity at the university
  - Managed portfolio of more than \$300,000 in seed grant funding
  - Designed assessment strategy for measuring outcomes of seed grants; contributed to annual reporting

LECTURER, DEPARTMENT OF PARKS, RECREATION & TOURISM MANAGEMENT | August 2015 – May 2016

- ⇒ Instructor of record for Services, Facilities & Events Marketing (PRT 407) and Analysis & Evaluation in Parks & Recreation (PRT 380)
  - Developed course materials and lab activities for hybrid and traditional course
  - Supervised team of 4 Teaching Assistants
  - Delivered course content in-person (PRT 407) and online (PRT 380)
  - Recorded online lectures using video technology (i.e., Camtasia Studio)
  - Served as member of curriculum planning committee; led re-design of course syllabi
  - Implemented measures of evaluation of student achievement

CO-DIRECTOR, ETHNOGRAPHIC FIELD SCHOOL, LAKE ATITLÁN GUATEMALA | November 2014 – July 2015

- ⇒ Planned and organized study abroad field school for summer 2015
  - Recruited 19 students for 7-week field immersion experience
  - Co-taught Ethnographic Field Methods (ANT 419) and Community, Change & Globalization: The Western Highlands of Guatemala (ANT 495/595)
  - Matched students with local families for homestays
  - Mentored undergraduate and graduate students in the field

RESEARCH ASSOCIATE, NC TOURISM EXTENSION | March 2015 – June 2015

- ⇒ Managed all aspects of NC Department of Transportation funded research project
  - Oversaw survey design and implementation; utilized range of methodologies (e.g., mapping technologies, semantic differential inquiries, free-listing approaches); used theory to develop survey scales
  - Administered all data collection (i.e., survey dissemination; interviews)
  - Performed analyses of results (i.e., descriptive and inferential statistics, qualitative coding)
  - Wrote technical reports and developed visual graphics (e.g., charts, graphs, infographics)

ASSESSMENT & EVALUATION CONSULTANT, OFFICE OF INTERNATIONAL SERVICES | February 2015 – May 2015

- ⇒ Designed and implemented evaluation strategies to assess a variety of programming efforts
  - Identified performance indicators for international student and scholar programming

- Developed and administered surveys using Qualtrics survey software; conducted focus groups
- Analyzed qualitative focus group data and quantitative survey data
- Presented findings to stakeholders

SURVEY RESEARCH ASSISTANT, OFFICE OF INSTITUTIONAL RESEARCH & PLANNING | June 2014 – March 2015

- ⇒ Assisted in the analysis of large survey datasets
  - Wrote SAS code for general data formatting
  - Assisted with summary statistics of survey data
    - Oversaw qualitative data analysis of open-ended comments for large data set ( $n > 1000$ )
    - Generated descriptive statistics of textual analysis
    - Produced technical reports on survey results, including an infographic of qualitative data

LECTURER, DEPARTMENT OF PARKS RECREATION & TOURISM MANAGEMENT | August 2014 – December 2014

- ⇒ Instructor for Services, Facilities & Events Marketing (PRT 407)
  - Developed syllabus and identified relevant and current course readings related to services marketing
  - Led course discussions on branding, traditional, and online marketing strategies
  - Maintained industry connections to facilitate student partnerships
  - Oversaw student marketing projects with local hospitality, tourism and recreation service organizations
  - Collaborated with other faculty to transition course to blended (traditional and online) delivery style

TEACHING ASSISTANT, DEPARTMENT OF PARKS RECREATION & TOURISM MANAGEMENT | August 2013 - May 2014

- ⇒ Instructor for Commercial Recreation & Tourism Management (PRT 220)
  - Developed syllabus and curriculum for introductory tourism course
  - Designed and implemented class activities, assignments, quizzes, and other evaluation tools
  - Transitioned course from pure lecture-style to include more active learning components
- ⇒ Teaching Assistant for Diversity and Inclusion in Recreation & Sport (PRT 238)
  - Assisted with exam development
  - Managed online course site through Moodle
  - Developed and moderated class discussion forums

RESEARCH ASSISTANT, DEPARTMENT OF PARKS, RECREATION & TOURISM MANAGEMENT | July 2012 – June 2014

- ⇒ Planned and implemented social entrepreneurial venture (People-First Tourism) to provide an online global marketplace for tourism micro-entrepreneurs
  - Provided methodological guidance to project team of 10 (graduate students, faculty, technical experts)
  - Conducted fieldwork throughout rural North Carolina to incubate entrepreneurial networks
  - Designed evaluation and monitoring tools, including a baseline interview protocol for longitudinal assessment of program outcomes
  - Developed branding and graphic design materials
  - Facilitated 5 training and capacity-building workshops for aspiring tourism entrepreneurs

## RESEARCH

### RESEARCH FOCUS

My research focuses on issues of social justice within tourism. I explore ways to leverage tourism entrepreneurship to reduce poverty in rural and economically depressed areas and understand how social issues affect tourist-host

interactions. I take a holistic approach, considering economic, social, cultural, and environmental impacts of tourism and hospitality development. My work applies both quantitative and qualitative approaches through a participatory model to community development. I have significant fieldwork experience domestically and internationally, including work in developing countries.

## GRANTS

- Byrd, E. T., Bhadury, J. Boles, J., **LaPan, C.**, Macsween, S. (2023). "Strategic Plan for the North Carolina Wine and Grape Industry (2025 - 2029)" Sponsored by N.C. Grape Council, \$24,750.
- Byrd, E. T., Boles, J., **LaPan, C.**, Troy, S., Sloan, M. (2022). "NC Wine Consumer Marketing Study" Sponsored by N.C. Department of Agriculture and Consumer Service, \$22,000.
- **LaPan, C.** & Byrd, E. T., (2020). "Sustainability values in culinary tourism: exploring the link between restaurants, farmers and tourists," Sponsored by VF Virtual Collaboratory in Sustainable Business Practices, The University of North Carolina at Greensboro, \$5,000.00. [Awarded December 2019; Research period: January 2020-December 2020].
- **LaPan, C.** (2019). "Political ideology and rural tourism in the U.S.: Exploring social judgments between residents and hosts," Sponsored by UNCG, The University of North Carolina at Greensboro, \$5,000.00. [Awarded: April 2019; Research period: May 2019 - June 2020].
- Morais, D. B., Barbieri, C., & **LaPan, C.** (2015). *Bicycle Based Tourism Market Research for Central Park NC*. Piedmont Triad Regional Council (Prime: NC Department of Transportation), \$23,999.
- **LaPan, C.** (2012-2013). *Effectual tourism entrepreneurship in Guatemala*. Tourism Cares for Tomorrow, Graduate Research Grant, \$4,000.
- **LaPan, C.** (2011-2012). *Mitigating poverty in North Carolina through tourism micro-entrepreneurship*. South East Travel and Tourism Research Association (SETTRA) Graduate Research Grant, \$1,000.

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## PUBLICATIONS

### REFEREED JOURNAL ARTICLES

- **LaPan, C.**, & Xu, S. (2024). Pluralities of agritourism: Exploring political values and social judgements. *Journal of Rural Studies*, 111, 103395.
- Xu, S., **LaPan, C.**, Lewis, H., Holladay, P., & Dixon, H. (2024). Trust and Transformative Learning: How Faculty-Led Study Abroad Experiences Foster Sense of Belonging and Community. *Journal of Hospitality & Tourism Education*, 1-11.
- Sadler, J., & **LaPan, C.** (2022). At the Red Table: How Intergenerational Black Women are Using Facebook Watch to Cultivate Critical Conversations on Health, Identity, and Relationships. *Information, Communication, & Society*. Advance online publication <https://doi.org/10.1080/1369118X.2022.2072752>
- KC, B., **LaPan, C.**, Ferreira, B., Morais, D. B. (2021). Tourism Microentrepreneurship: State of the art and research agenda. *Tourism Review International*, 25(4), 279–292. Advance online publication. DOI: 10.3727/154427221X16245632411953
- Byrd, E. T., **LaPan, C.** (2021). Sustaining Community-Engaged Projects During a Pandemic. *SCHOLE: A Journal of Leisure Studies and Recreation Education*. Advance online publication. <https://doi.org/10.1080/1937156X.2021.1962222>
- **LaPan, C.**, Morais, D. B., Wallace, T., Barbieri, C., Floyd, M. (2021). Gender, work, and tourism in the Guatemalan highlands, *Journal of Sustainable Tourism*. <http://dx.doi.org/10.1080/09669582.2021.1952418> [Online advance publication].

- **LaPan, C.**, Byrd, E. T., Canziani, B., Boles, J. S. (2021). Visitor spending at wine festivals: Perspectives on stakeholder benefits. *Anatolia*, 1-3. <https://doi.org/10.1080/13032917.2020.1856691> [Online advance publication]
- **LaPan, C.**, Greenwood, J., & Kline, C. (2020). Eating sustainably: Protein consumption at home, at restaurants, and while traveling, *Journal of Gastronomy and Tourism*, 4(4), 193-208. <https://doi.org/10.3727/216929720X15846938924049>
- **LaPan, C.**, Morais, D. B., Wallace, T., & Barbieri, C. (2016). Women's self-determination in cooperative tourism micro-enterprises. *Tourism Review International*, 20(1), 41-56. <https://doi.org/10.3727/154427216X14581596799022>
- **LaPan, C.**, Morais, D. B., Wallace, T., & Barbieri, C. (2016). Power, altruism and communitarian tourism: A comparative study. *PASOS: Journal of Tourism and Cultural Heritage*, 14(4), 889-906. <https://doi.org/10.25145/j.pasos.2016.14.058>
- Kline, C., Barbieri, C., & **LaPan, C.** (2016). The Influence of Agritourism on Niche Meats Loyalty and Purchasing. *Journal of Travel Research*, 55(5), 643-658. <https://doi.org/10.1177/0047287514563336>
- **LaPan, C.**, & Barbieri, C. (2013). The role of agritourism in heritage preservation. *Current Issues in Tourism*, 1(8). <https://doi.org/10.1080/13683500.2013.849667>
- **LaPan, C.**, Hodge, C., Peroff, D., & Henderson, K. (2013). Female faculty in higher education: The politics of hope. *Schole: A journal of leisure studies and recreation education*, 28(2), 1-15. <https://doi.org/10.1080/1937156X.2013.11949702>

#### MANUSCRIPTS UNDER REVIEW

- Legatzke, H., Current, D., **LaPan, C.**, & Fleischman, F. (2024). Comparative efficacy of conventional and community-based tourism management at contributing to local livelihoods [Under Review – CABS 3 journal]
- **LaPan, C.** & Sadler, J. (2024). Black women's travel: Intersectionality and representation in American film. [Under Review – CABS 2 journal]
- Legatzke, H., Current, D., Schneider, I., & **LaPan, C.** (2024). How effective is community-based tourism at promoting local participation and livelihoods?: A case study of residents' perspectives in the Maya Biosphere Reserve, Guatemala. [Under Review – CABS 2 journal].

#### TECHNICAL REPORTS

- Byrd, E. T., Boles, J. S., **LaPan, C.**, Macsween, S. B., Sloan, M. E., Troy, S. P. (2023). *NC Wine Consumer Marketing Study 2023*. NC Wine and Grape Council.
- **LaPan, C.** & Xu, S. (2022). Sustainable Tourism Development in the heart of the Dominican Republic. *Asociación para el Desarrollo, Inc. (APEDI)*. Involves Community Engagement.
- **LaPan, C.** (2022). Partners Farmer-to-Farmer (F2F) Program – Dominican Republic Ecotourism Assignment Report. *Partners for the Americas*. Involves Community Engagement.
- Byrd, E. T., Canziani, B. M., Boles, J. S., **LaPan, C.**, Reynolds, T. M., Troy, S. P., Striewe, J. (2019). *Strategic Plan North Carolina Wine and Grape Industry (2020 - 2024)*. NC Wine and Grape Council. Involves Community Engagement.

#### BOOK CHAPTERS

- **LaPan, C.**, Morais, D. B., Wallace, T., Barbieri, C., & Floyd, M. F. (2024). Gender, work, and tourism in the Guatemalan Highlands. In *A Sustainable Tourism Workforce* (pp. 223-243). Routledge.
- Griffiths, M., **LaPan, C.**, & James, C. (2024). Negative Externalities of Collaborative Consumption: The Cost of Exploitation. In *Understanding Collaborative Consumption*. Albinsson, P., B. Perera, Y. & Lawson, S. (Eds). [In Press]

- **LaPan, C.** (2017). From Center to Periphery: Inequality, indigeneity, and domestic tourism in Guatemala. In *Linking Urban and Rural Tourism: Strategies in Sustainability*.

#### BOOK AND SOFTWARE REVIEWS

- **LaPan, C.** (2013). A Review of QDA Miner. *Social Science Computer Review*, 31(6), 774-778.
- **LaPan, C.** (2004). Review of *The Chamorro Language of Guam*. by William Safford, American Anthropologist, April-June, 1903 Vol. 5(2):289-311.] Center for Public Anthropology.

#### TEACHING EXPERIENCE

##### UNCG

- HTM 200: Introduction to Sustainable Development (Fall 2018; Fall 2019; Spring 2020; Fall 2020; Spring 2021; Fall 2021; Spring 2022; Fall 2022; Spring 2023; Fall 2023; Spring 2024); online
- HTM 311: Sustainable Food & Craft Beverages (Spring 2022) ; online
- HTM 250: Diversity & Equity in Hospitality, Tourism, & E-Sports (Spring 2023; Spring 2024); online

##### NC STATE

- PRT 380: Analysis and Evaluation in Parks and Recreation (Fall 2015, Spring 2016); hybrid
- PRT 407: Services, Facilities and Events Marketing (Fall 2015, Fall 2014); in-person
- ANT 419: Ethnographic Field Methods (Summer 2015); in-person
- ANT 495/595: Community, Change & Globalization: Western Highlands of Guatemala (Summer 2015); in-person
- PRT 238: Diversity and Inclusion in Recreation and Sport (Spring 2014; Teaching Assistant); in-person
- PRT 220: Commercial Recreation and Tourism Management (Fall 2013); in-person

#### PRESENTATIONS

##### CONFERENCE PRESENTATIONS

- **LaPan, C.** June 2024. *Shame, healing, and trust: A personal reflection on qualitative ethics*. Travel and Tourism Research Association (TTRA) conference. Burlington, VT.
- **LaPan, C.**, Byrd, E., Boles, J., MacSween, S. & Huang, J. June 2024. *Predictors of Repeat Winery Visitation in North Carolina*. Travel and Tourism Research Association (TTRA) conference. Burlington, VT.
- Boles, J., Byrd, E., **LaPan, C.**, MacSween, S. & Huang, J. May 2024. *Experience Mavens: Influential Consumers and Experiential Product Marketing*. AMS Annual Conference. Coral Gables, FL.
- Byrd, E. & **LaPan, C.** November 2023. *Crafting Experiences: What Are Guests Looking for in a Craft Beer Experience?* Presentation at 2023 NC Craft Brewers Conference. Winston-Salem, NC.
- **LaPan, C.** June 2023. *Cultural consensus in a divided society: Sustainable food values while traveling*. Presentation at Travel and Tourism Research Association (TTRA) conference.
- Byrd, E. T., Boles, J. S., **LaPan, C.**, Macsween, S. B., Sloan, M. E., Troy, S. P. February 2023. *NC Winery Visitor Study 2022*, NC Winegrower's Association Annual Conference (Non-Academic), Winston-Salem, NC.
- Lowdermilk, C., Byrd, E., **LaPan, C.** September 2022. *Agritourism and Slow- Entrepreneurship*. Poster Presentation at SouthEast Travel and Tourism Research Association (SETTRA) Conference, Concord, NC.
- Efsen, C., **LaPan, C.** September 2022. *Sustainable Restaurants: A Case Study*. Poster Presentation at SouthEast Travel and Tourism Research Association (SETTRA) Conference, Concord, NC.
- **LaPan, C.**, Byrd, E. T., Wolfrum, S. June 2021. *Examining farm-to-table during the COVID-19 pandemic: Sustainability and the chef-farmer relationship in times of stress*. Presented at Travel and Tourism Research Association (TTRA) conference. [Virtual]

- **LaPan, C.** May 2021. *Political Ideology and Rural Tourism*. Presentation at the U.S. Sixth International Conference on Tourism & Leisure Studies, Dubrovnik, Croatia. [Virtual]
- Sadler, J., & **LaPan, C.** March 2021. *At the Red Table: How Intergenerational Black Women are Using Facebook Watch to Cultivate Critical Conversations on Health, Identity, and Relationships*. Presentation at The Association for Education in Journalism and Mass Communication (AEJMC) Midwinter conference. [Virtual]
- **LaPan, C.**, Byrd, E.T., Canziani, B., & Boles, J.S. February 2020. *Visitor spending at wine festivals: Perspectives on stakeholder benefits*. Presentation at SouthEast Travel and Tourism Research Association (SETTRA) Conference, Little Rock, Arkansas.
- Morais, D. B., **LaPan, C.**, Brothers, G., Ferreira, B., & KC, B. March 2019. *Multi-method longitudinal study of tourism microentrepreneurs' agency, networking and success*. Presentation at the Second International Conference on Tourism Research, Porto, Portugal.
- **LaPan, C.**, Morais, D.B., Wallace, T., Barbieri, C. B., & Floyd, M. F. June 2014. *Power, altruism and communitarian tourism: A comparative study of San Juan and San Pedro La Laguna in Lake Atitlán, Guatemala*. Travel and Tourism Research Association International (TTRA) Conference. Brugge, Belgium.
- **LaPan, C.** & Morais, D.B. March 2014. *Self-determination of women tourism micro-entrepreneurs*. Southeast Recreation Research (SERR) Conference. Asheville, NC.
- **LaPan, C.**, Hodge, C., Peroff, D., & Henderson, K. October 2013. *Female faculty in higher education: The politics of hope*. National Recreation and Park Association (NRPA) Conference. Houston, Texas.
- **LaPan, C.** June 2012. *Mitigating poverty in North Carolina through tourism micro-entrepreneurship*. Travel and Tourism Research Association International (TTRA) Conference. Virginia Beach, VA.

#### OTHER PRESENTATIONS

- **LaPan, C.** & Xu, S. (2022). Sustainable Tourism Development in the heart of the Dominican Republic. *Asociación para el Desarrollo, Inc. (APEDI)*.
- **LaPan, C.**, & Byrd, E. T. April 2021. Sustainability values in culinary tourism: exploring the link between restaurants, farmers and tourists. Presented at VCVF Sustainability in Business Expo.
- Byrd, E. T., Canziani, B. M., Boles, J. S., **LaPan, C. M.**, Troy, S. P., Reynolds, T. M., Striwe, J., February 2020. NC Wine Growers Association Annual Conference, "Strategic Plan North Carolina Wine and Grape Industry (2020 - 2024)," NC Winegrowers Association (Non-Academic), Winston-Salem, NC, United States of America. (Invited.).
- **LaPan, C.** October 2016. *The state of international research at NC State*. International Operations Council. Raleigh, NC.
- **LaPan, C.** & Day, J. October 2015. *Cycling Tourism in the Central Park region of NC*. NC Bike Summit. Charlotte, NC.
- **LaPan, C.**, Peroff, D., Mao, Y., K.C., B. Morais, D. B., Wallace, T., Brothers, G., Bass, J., Baker, T., Murphy-Hill, E. April 2013. *People-First Tourism: Creating sustainable and dignified livelihoods through IT-enabled entrepreneurship*. NC State Global Engagement Exposition. Raleigh, NC.
- Morais, D., Payton, F.C., Heath, E., Martin, K., **LaPan, C.** & Mao, Y. April 2012. *People-First Tourism: Creating sustainable and dignified livelihoods through IT-enabled entrepreneurship*. NC State Global Engagement Exposition. Raleigh, NC.

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## SERVICE

### SERVICE (Peer Review)

- Reviewer, *Tourism Management*, 2024
- Reviewer, *Gastronomy & Tourism*, 2024
- Reviewer, *Tourism Management Perspectives*, 2024
- Reviewer, *Journal of Sustainable Tourism*, 2022
- Reviewer, *Anatolia: An International Journal of Tourism & Hospitality*, 2022-2024
- Reviewer, *International Journal of Wine Business Research*, 2021
- Reviewer, *Journal of Outdoor Recreation and Tourism*, 2021
- Reviewer, *Tourism Review International*, 2020 – 2022
- Reviewer, *Current Issues in Tourism*, 2017 - 2024
- Guest editor, *Tourism Review International*, Special Issue on “Tourism Microentrepreneurship”, 2019-2021
- Reviewer, *Journal of Heritage Tourism*, 2019
- Reviewer, *Linking Urban and Rural Tourism: Strategies in Sustainability* (Edited Book), 2015

### SERVICE (Committees)

- Co-organizer, 2023-2024 Research Brown Bag Series, MEHT, UNCG, 2023-present
- Member, MEHT SWOT Task Force, UNCG, 2023-present
- Member, Bryan School Committee on Teaching and Learning Enhancement, UNCG, 2021-present
- Member, MEHT Teaching Criteria Committee, UNCG, 2018-present
- Member, UNCG Student Conduct Committee, UNCG, 2018-present
- Member, MEHT Math Requirement Task Force, UNCG, 2022-2023
- Member, STH Lecturer Hiring Committee, UNCG, 2020
- Member, PRTM Tenure-Track Hiring Committees (x2), NC State University, 2012
- Academic Enhancement and Professional Development Officer, Graduate Student Association, Department of Parks, Recreation and Tourism Management, NC State University, 2012- 2014

### SERVICE (Student engagement)

- UNCG Majors Fair, September 2024
- MEHT Admitted Student Day presentation, March 2023
- MEHT Student Scholarship Selection Committee, March 2023
- Reviewer, Tourism Cares for Tomorrow, Undergraduate Scholarship Program, 2014
- Reviewer, Tourism Cares for Tomorrow, High School Scholarship Program, 2013

### THESES AND DISSERTATION SUPERVISION

- Hannah Legatzke, University of Minnesota. (2023). The social equity of community-based ecotourism and its impacts on livelihood strategy and poverty alleviation: A case study in the Maya Biosphere Reserve [Dissertation], External Committee Member.

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## AWARDS

- Recipient, Deans Notable Scholars Award, Bryan School of Business, UNC-Greensboro (2023-2024)
- Nominee, Faculty Teaching Excellence Award, UNC-Greensboro (2021)
- Nominee, Outstanding Teaching Assistant, NC State University (2014)

- Recipient, Tourism Cares for Tomorrow Graduate Academic Scholarship (2013)
- Recipient, College of Natural Resources Study Abroad Scholarship, NC State University (2013)
- Recipient, SouthEast Travel and Tourism Research Association Graduate Research Grant (2012)

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#### PROFESSIONAL MEMBERSHIPS

- Travel & Tourism Research Society (TTRA; 2019-present)
- Member, Beta Gamma Sigma Honor Society (2020 – present)