

CURRICULUM VITAE 1991 – 2011

GENE LEROY BROTHERS
4437 Whatley Lane
Raleigh, NC 27612 ~ U.S.A.

1-919-696-7165
1-919-515-3699

SPECIALIZATIONS

Recreation and tourism resource analysis and planning: Survey research design and implementation, inventory, classification, data storage, assessment of natural resources, level of service assessment, public participation in the planning process, and determination of limits of acceptable change in community development.

EDUCATION

1980 – 1987 **MICHIGAN STATE UNIVERSITY**, East Lansing Michigan, Doctor of Philosophy in Park and Recreation Resources

Minor course work in Geography, Resource Development, and Environmental Law. Dissertation concerning needs for marina moorings serving Michigan's Great Lakes: an assessment of temporal and spatial changes in marinas serving Michigan's Great Lakes.

1975 – 1977 **TEXAS TECH UNIVERSITY**, Lubbock, Texas
Masters of Science in Park Administration

Minor course work in Range and Wildlife Management and Environmental Impact Assessment. Thesis research involving the evaluation of aerial photographic image enhancement techniques for measurement and analysis of change in vegetation patterns.

1972 – 1975 **COLORADO STATE UNIVERSITY**, Fort Collins, Colorado
Bachelor of Science in Outdoor Recreation Resources

1971 – 1972 **SOUTHERN COLORADO STATE COLLEGE**, Pueblo, Colorado
Freshman requirements fulfilled

PROFESSIONAL EXPERIENCE

1991 – present **NORTH CAROLINA STATE UNIVERSITY**,
DEPARTMENT OF PARKS RECREATION AND TOURISM
MANAGEMENT, Raleigh, North Carolina

Associate Professor, (Assistant Professor 1991 – 1995) *Teaching* in areas of tourism, outdoor recreation, and facilities planning and management. *Research* in tourism management and planning, carrying capacity, and demand assessment. *Outreach* in tourism community assessment, planning, and capacity building.

Co-Director, Planning and development to establish the Cooperative Tourism Research Center (2004 – 2007) a multidisciplinary tourism research network of government, industry and academic partners. Development and planning effort funded through a grant from the North Carolina Forestry Foundation. Duration: three years (\$225,000).

Visiting Scholar, Center for Tourism Management, CERAM Business School, Sophia-Antipolis, France (2008). Teaching sabbatical involving teaching and course development for M.S. program. University of Innsbruck ~ invited to co-teach Tourism Planning class for M.S. program.

Interim Coordinator, Tourism Studies Programme, the University of the South Pacific, Suva, Fiji (1999). Administrative sabbatical involving teaching, research and coordination of the program. Fiji representative on Executive Committee, Asia-Pacific Education and Training Institutes in Tourism (APETIT). UN-ESCAP/WTO invited Delegate Tourism Week Macau, China May 11-14, 1999.

TEACHING RESPONSIBILITIES

1991 – present **NORTH CAROLINA STATE UNIVERSITY,
DEPARTMENT OF PARKS, RECREATION AND TOURISM
MANAGEMENT**

Tourism Information Management and Advanced Analytics Graduate Certificate (2011 – 2012)

This effort is to develop an offering of a joint Graduate Certificate program in Tourism Information Management and Advanced Analytics, with SKEMA Business School, France. The program is envisioned to become a curriculum focused on tourism management principles as well as advanced analytics. This joint certificate program would include 4 to 5 classes which cover spatial and temporal analytics, advanced GIS, and a tourism marketing practicum. The unique offering could include international experiences through distant education offerings, opportunities for study abroad, and an expansion of tourism-related classes to include advanced analytics focused on: geo-spatial analysis, time series analysis, supply-chain management, and destination/product competitiveness. Funding proposal submission for Tourism Information Management and Advanced Analytics: Development of a Joint Graduate Certificate Program ~ NCSU Internationalization Seed Grant Program, Office of International Programs (co-PI, 2012; \$4,500, unfunded).

CFR 134 Computers in Natural Resources (1991 – 1992)

Natural resource computer applications and exercises using word processing, spreadsheets, and database management programs. Introduction to microcomputer operating systems, specific application packages, and BASIC computer language.

PRT 220 Introduction to Tourism and Commercial Recreation (2000, 2009 - present)

An introductory study of the commercial recreation and tourism industry, including its origins, present characteristics, behavioral foundations, and social impacts. Special emphasis is given to tourist and commercial recreation enterprises.

PRT 250 Management of Park and Recreation Facilities (2000 – present)

Management principles applied to park, recreation, sport areas and facilities. Emphasis is on operation efficiency, quality service, fiscal responsibility, and maintenance management.

PRT 320 Convention and Visitor Services (1992 – 2007)

Programmatic issues of facilitating conventions, visitor services and special events, including convention operations, development and operation of visitor services programs, and special event programming.

PRT 420 Resort Management and Operations (1991 – present)

Theory and practical applications of planning, accommodations management, food and beverage operations, recreation programs, and management in the resort industry. This class is currently under revision to reflect issues relative to a destination rather than focusing on resorts exclusively.

PRT 451 Principles of Recreation planning and Facility Development (1991 – 1998)

Planning activities analyzed as decision making processes. Identification, interpretation, evaluation and utilization of data resources necessary for recreation planning. Planning principles applied in the analysis of proposed and existing recreation sites. Community involvement in the planning process is an integral part of this learning process.

PRT 501 Research Methods (1998)

Examination and understanding of advanced scientific investigative methods in their application toward explaining recreation and leisure behavioral phenomena and for resolution of recreation management problems.

PRT 520 Concepts of Travel and Tourism (1991 – 2007)

Theory and research in travel and tourism, including conceptual foundations, research problems and methods and the application of research results to strategic tourism planning, development and marketing are presented.

2008 **CENTER FOR EDUCATION AND RESEARCH APPLIED TO
MANAGEMENT (CERAM) BUSINESS SCHOOL,
CENTER FOR TOURISM MANAGEMENT**

Fundamentals of Tourism

This course is designed to provide an understanding of the concept of tourism in a global context. Theory, practice, history and key sector-specific issues will be examined. Additionally, concepts like sustainable development or ethics will be discussed with the purpose of creating a greater awareness and understanding of the tourism environment. A wide variety of sources such as readings, lectures, and class discussions will be used to cover fundamentals of tourism.

Tourism Planning and Development

The aim of this course is to provide the student with a general framework of the principles of tourism destination policy and planning. Four main issues are dealt with in this course:

- Formulating tourism development strategies, identifying the relative strengths and weaknesses of the five categories of resources concerned with any major policy actions: physical resources, human resources, financial resources, information resources, program/activity resources.
- The importance and the critical roles played by the DMO (Destination Management Organization) in the tourism policy development and implementation.
- Sustainable tourism, with social and ecological concerns.
- The design and development of business tourism events.

Strategic Marketing In Tourism

This course has two parts. Part one is a seminar focusing on service management: implementing service strategies. It addresses questions regarding the translation and execution of operating strategies for normal and experience-based services. The second part, focusing on strategic planning for a tourism organization is about developing strategies for long-term survival and growth. It first involves a systematic planning process for marketers to develop appropriate ways to achieve organizational objectives, and then a series of planned marketing actions, which, together, move the organization toward those goals. Co-taught class with colleague at CERAM.

2008 **UNIVERSITY OF INNSBRUCK,
DEPARTMENT OF STRATEGIC MANAGEMENT, MARKETING
AND TOURISM**

Tourism Planning and Development

See description of this course above, under my responsibilities at CERAM.

1999 **THE UNIVERSITY OF THE SOUTH PACIFIC,
TOURISM STUDIES PROGRAM**

TS 106 Introduction to Tourism

Basic concepts in the study of tourism and provides a framework for an understanding of its nature, characteristics and significance in economies and societies worldwide and in Pacific countries in particular. The course applies an interdisciplinary approach drawing on economics and other social sciences. It provides an integrated view of tourism, both as a self-contained subject and as a background for further study. (Face to face portion of instruction in country: Tonga and Samoa).

TS 213 International Tourism

Planning, structure, development, significance and organization of international tourism; examining the historical development of the industry, the evolution of tourist resorts, the economic structure of the industry, and the relationship of traditional culture and institutions to tourist demands for 'authenticity' and 'heritage' tourism experiences.

TS 310 Tourism In Less Developed Countries

The role and organization of tourism in less developed countries within the context of debate over 'development', and focuses on the opportunities, problems and planning issues tourism raises in these countries. Policies toward tourism, national organizations, the social, economic and environmental contexts in which tourism occurs, and its impact upon them.

RESEARCH RESPONSIBILITIES

1991 – present **NORTH CAROLINA STATE UNIVERSITY,
DEPARTMENT OF PARKS, RECREATION AND TOURISM
MANAGEMENT**

Research Collaborations and Graduate Student Advising (2008 – present)

- Directing "Visitor Satisfaction Survey ~ Outer Banks, North Carolina" (PI, Outer Banks Visitors Bureau, \$6,900).
- Establishing research initiative focused on visitor perceptions and behaviors relating to climate change ~ literature review (qualitative meta-analysis in progress), initiation of interdisciplinary concept paper and funding proposal (PI, Submitted to National Park Promotion Council for consideration; 2011, \$968,377, 3 year effort, under consideration). Partnership development includes: National Park Promotion Council (member, Research Committee; Nominated to Chair Climate Change Research Sub-committee, 2011).
- US Travel Association (member, academic research advisory committee for Leisure Council, 2011 – present; co-PI, Benefits of Travel: A literature review of educational benefits to academic performance and college acceptance rates, 2012, \$20,000, 4 month effort, in progress).

- Collaborative effort to establish People-First Tourism brand for research and outreach identity at NCSU (co-PI, Inventorying non-consumptive utilitarian uses of coastal resources, NC Sea Grant Just-in-Time Grant, 2012, \$5,000, 7 month effort).
- Collaborative effort to establish Coastal Sustainability Research Network (co-PI, NCSU institutional proposal to NSF, \$10 million, 5 year effort, under consideration).
- NCSU Internationalization Seed Grant application, Collaborative effort to establish World Heritage Sites social, economic and environmental monitoring ~ Norway (co-PI, \$4,000, unfunded).
- North Carolina Competitive Sport Tourism Economic Impact Assessment, NC Department of Commerce, Division of Tourism, Film, and Sport Development (co-PI, 2010: \$78,157, five year effort, unfunded); North Carolina Competitive Sport Tourism Economic Impact Assessment: A Collaborative Effort ~ NC Department of Commerce, NCSU, Career Sports & Entertainment, Duke Energy, NC Amateur Sports, and NC Sports Association. Duke Energy, other sponsor organizations and North Carolina destination communities (co-PI, 2010: \$537,719; 2011: \$534,377, unfunded).

Faculty and Professional Affiliations:

Aiyyer, A., Ph.D. 2011 – present ~ Collaboration on Climate Change research initiative

Attariam, A., Ph.D. 2010 – present ~ Collaboration on Climate Change Initiative & committee for Chris Serenari

Bricker, K., Ph.D. 2011 – present ~ Collaboration on People-First Tourism Initiative, faculty at University of Utah & committee chair for Anita Ledford

Cardenas, D., Ph.D. 2008 – 2011 ~ Collaboration on scholarship, faculty at University of South Carolina & committee for Kathryn Martin (Standish)

Devine, H., Ph.D. 2008 – present ~ Climate Change Initiative, Coastal Sustainability Network, Tourism Information Management and Advanced Analytics: Development of a Joint Graduate Certificate Program, SKEMA, Business School, Sophia-Antipolis, France, and Co-chair for Stacy Supak

Dimanche, F., Ph.D. 2008 – present ~ Collaboration on scholarship resulting from sabbatical at Center for Tourism Management, CERAM Business School, Sophia-Antipolis, France. Research topics: destination competitiveness, tourism analytics. Tourism Information Management and Advanced Analytics: Development of a Joint Graduate Certificate Program, SKEMA, Business School, Sophia-Antipolis, France

Eggleston, D., Ph.D. 2011 – present ~ Collaboration on Coastal Sustainability Research Network

Frechtling, D. C., Ph.D. 2011 – present ~ Collaboration on understanding of the educational benefits of travel to our society, Professor of Tourism Studies, Department of Tourism and Hospitality Management, School of Business, The George Washington University

Homlong, N., Ph.D. 2010 – present ~ Collaborative effort to establish World Heritage Sites social, economic and environmental monitoring ~ Norway, Professor, Department of Public Administration and Planning, Volda University College, Volda, Norway

Huether, D., 2011 – present ~ Collaboration on understanding of the benefits of travel to our society, Senior Vice President, Research at U.S. Travel Association

Leung, Y., Ph.D. 2011 – present ~ Collaborative effort to establish World Heritage Sites social, economic and environmental monitoring ~ Norway

Mitas, O., 2006 – present ~ Continued collaboration on landscape changes in natural environments, academic paper submission for Coastal & Marine Tourism Congress, Dutch Delta, Netherlands, June 2012, Lecturer, Academy for Tourism, NHTV Breda University of Applied Sciences, Netherlands

Mitasova H., 2011 – present ~ Collaboration of academic paper submission for Coastal & Marine Tourism Congress, Dutch Delta, Netherlands, June 2012, Associate Professor, Department of Marine, Earth, and Atmospheric Sciences, NCSU

Morais, D., 2010 – present ~ Collaboration on Outer Banks Visitor Satisfaction Survey, People-First Tourism initiative, Tourism Information Management and Advanced Analytics: Development of a Joint Graduate Certificate Program, SKEMA, Business School, Sophia-Antipolis, France, and Coastal Sustainability Network

Muller, S., Ph.D. 2009 – present ~ Visiting Scholar (April – July 2009) from. Collaboration on International winter destination survey of product offerings and business owners' perceptions of need, University of Innsbruck, Austria

Nicholls, S., Ph.D. 2011 – present ~ Collaboration on Climate Change research initiative from Michigan State University

Siderelis, C., Ph.D. 2009 – present ~ Collaboration on Climate Change research initiative & committee member for Jack Page

Swanson, J., Ph.D. 2009 – present ~ Collaboration on scholarship, faculty at University of Kentucky. Research topic: tourism policy

Steelman, T., Ph.D. 2011 – present ~ Collaboration on Climate Change research initiative

Graduate Student Affiliates:

Acar, G., M.S. 2008 ~ CERAM Business School, Sophia Antipolis. Chair, "A Strategic Analysis of the Viability of Sustainable Eco-Tourism Projects that Aim to Involve Local Communities: A Case Study of the Ecoruta – El Paseo del Quinde."

Bosley, H., Ph.D. 2009 ~ Co-Chair Committee, "Mapping the Urban Tourist Bubble."

Carr, J., M.S. 2009 ~ Co-chair, "An analysis of climate and socio-economic conditions affecting tourism in the coastal region of North Carolina."

Chatterjee, A., M.S. 2008 ~ CERAM Business School, Sophia Antipolis. Chair, "Film Tourism & Sustainable Development in the Context of India: A Possible Relationship?"

Hardy, R., Ph.D. 2010 ~ Committee Member, "Equestrian riders and how they disperse along Plog's allocentric/psychocentric continuum."

Ledford, A., M.S. 2011 – present ~ Outside Committee Member, University of Utah, "Poverty alleviation and tourism development."

Nachmann, F., MPRTM 2010 ~ Advisor, "Feasibility Study of Southeastern U.S. Tourism Market for Golf and Outdoor Adventure Tourism in Argentina."

Page, J., M.S. 2010 ~ Chair Committee, "Visitation to state parks: a demand model approach to assess affects of economic down turns on park use."

Rambaud-Chanoz, M., M.S. 2008 ~ CERAM Business School, Sophia Antipolis. Chair, "Flashpacking: What are the Flashpackers made of?"

Serenari, C., M.S. 2010 ~ Committee Member, "Understanding environmentally significant behavior among guides in the Garhwal Himalaya."

Standish, K., M.S. 2010 ~ Chair Committee, "Service learning and study abroad: Two articles exploring the benefits of international service learning."

Supak, S., Ph.D. 2011 ~ Co-chair Committee, "Web-Based GIS for Tourism Professionals."

Swanson, J., Ph.D. 2009 ~ CO-Chair Committee, "The Tourism Puzzle: Pieces and Precepts Discovered Through Qualitative Investigation of Federal Public Policy Preferences and Advocacy Activities of Tourism Associations in the United States."

Papers and Conference Posters (refereed):*

*Bosley, H., & G. Brothers (2008). Bridging an Interdisciplinary Gap: A Case for Uniting Tourism and Urban Planning for a Consistent Understanding of the 'Urban Tourist Bubble'. *NERR Conference*, Bolton Landing, NY.

Greenwood, J., G. Brothers, & K. Henderson (2008). Don't Sink the Boat! The Plimsoll Model of Tourism Sustainability. *Leisure Studies Newsletter*.

*Mitas, O., G. Brothers, H. Zinn, & H. Mitazova (2010). Using visitors' reactions to landscape processes to manage a dynamic dune landscape. *5th International Conference on Monitoring and Management of Visitor Flows in Recreation and Protected Areas*. Wageningen, The Netherlands, 3 June 2010.

*Müller, S., K. Hallmann, & G. Brothers (2011). Competitiveness of Alpine Destinations: A conceptual approach. *Travel and Tourism Research Association European Chapter Conference*, Archamps, France, April 11-13, 2011.

*Supak, S., H. Devine, & G. Brothers (2011). Insights into Recreation Demand: A Spatial Interpretation of Users and Federal Facilities. Poster presented at the biennial *George Wright Society Conference on Parks, Protected Areas, and Cultural Sites*, New Orleans, LA, March 14-18, 2011.

*Swanson, J., G. Brothers, & I. Palacios (2008). The functional evolution of tourism policy. *NERR Conference*, Bolton Landing, NY.

Papers in Progress:

Brothers, G., & F. Dimanche. Enhancing Competitiveness: An Assessment of Interrelationships among Product Development Strategies, Marketing Strategies, and Stakeholder Support. In progress.

Brothers, G., D. Morais, & F. Muench. Coastal Destination Appraisal: A critical incidents and loyalty assessment. Submission to *Travel and Tourism Research Association Annual Conference*, Virginia Beach, VA, June 2012.

Brothers, G., & F. Muench. Climate Change: Coastal Destination Adaptive Management and Resilience. Submission to *Coastal & Marine Tourism Congress*, Dutch Delta, Netherlands, June 2012.

Brothers, G., & F. Muench. Climate Change and Tourism a Qualitative Meta-analysis of the research 2004 to 2010. In Progress.

Brothers, G., & B. Pitegoff. Development of a Metric of Trust for a Destination Marketing Organization: The Case of Florida. Under revision.

Carr, J., & G. Brothers. An Analysis of Climate and Economic Conditions Affecting Tourism. Submission to the international journal of *Tourism Recreation Research*.

Mao, Y., D. Morais, G. Brothers, & C. LaPan. Spatial analysis of poverty, tourism, and opportunity in North Carolina. Submission to *Travel and Tourism Research Association Annual Conference*, Virginia Beach, VA, June 2012.

Martin, K., G. Brothers, & D. Cardenas. Learning, service, and travel: Combining popular program elements to create an international service learning experience. Submission to *Journal of Educational Tourism*.

Martin, K., G. Brothers, & D. Cardenas. Towards Cultural Competency: Assessing Intercultural Sensitivity Development in Students Who Participated in a Study Abroad Course with Service Component. Submission to *Frontiers: The Interdisciplinary Journal of Study Abroad*.

Mitas, O., H. Mitasova, G. Brothers, & K. Weaver. Meanings of change at dune landscapes. Submission to *Coastal & Marine Tourism Congress*, Dutch Delta, Netherlands, June 2012.

Müller, S., K. Hallmann, & G. Brothers. Competitiveness of Alpine Destinations: Marketing to strengths. In progress

Peacock, J., & G. Brothers. Corporate Recruiters' Perceived Value of Study Abroad and International Travel Experiences on Applicant Resumes. In Progress.

Supak, S., H. Devine, G. Brothers, S. Rozier Rich. An Open Source Web Mapping System for Tourism Planning and Management. Submission to *Travel and Tourism Research Association Annual Conference*, Virginia Beach, VA, June 2012.

Swanson, J., & G. Brothers. How Tourism Policy Advocacy Agendas are Developed: One Piece of the Tourism Policy Puzzle for the United States. Article accepted pending revisions, *International Journal of Tourism Policy*.

Swanson, J., G. Brothers, & I. Palacios. The functional evolution of tourism policy. Under revision.

Cooperative Tourism Research Center (2004 – 2007)

Directing the development of administrative and funding structure proposals, and industry / academic partnership development. Partnership development included: Ocean Futures; National Park Service; SAS Inc.; NC Division of Tourism, Film, and Sports Development; Travel Industry Association of America; Southeast Tourism Policy Council; Southeast Tourism Society; and World Wildlife Fund. (co-PI, NC Forestry Foundation \$225,000, 3 year effort). Sloan Foundation Proposal for Tourism Research Center (co-PI, 2003, \$3.27 million, 3 year budget, unfunded). NSF, Coastal Destination and Risk Management Strategies Given the Uncertainty of Natural Disasters (co-PI, 2004, \$749,837, 3 year effort, unfunded). U.S. Department of Agriculture, Tourism Development Strategies for Rural Communities Near Gateway Cities in Southern Appalachia (co-PI, 2005, \$50,000, 2 year effort, unfunded). NC Sea Grant, An Investigation of Coastal Destination Risk Management Strategies Given the Uncertainty of Natural Disasters (co-PI, 2006, \$57,582, 1 year effort, unfunded). ECU – Coastal Studies Institute, Tourism research initiatives (co-PI, 2006, \$308,375, 3 year effort, unfunded). NCSU Federal Funding Initiative, International Visitor Information Collection and Distribution: A Tourism Industry Perspective (co-PI, 2006, \$1.5 million, unfunded). National Institute of Environmental Health Sciences, 2 MSc summer internships (PI, 2006 & 2007, \$15,800).

Graduate Student Affiliates:

Bosley, H., M.Sc. 2004 ~ Co-Chair Committee, “Volunteers’ Perceptions of Impacts of the Azalea Festival: Do Findings on Resident Perceptions of Tourism Impacts Apply?”

Greenwood, J., Ph.D. 2006 ~ Co-Chair Committee, “Sustainable Development in a Tourism Destination Context: A Plimsoll Model of Sustainability in Tyrell County, North Carolina.”

Herring, C., M.Sc. 2006 ~ Chair Committee, "Coral Reef Valuation and Perceptions of the Tourism Industry in Akumal, Mexico."

Jean-Baptiste, M., M.PRTM. 2006 ~ "Building a Dream: A Feasibility Study for Paradise Kreyol Resort, Haiti."

Kline, C., Ph.D. 2007 ~ Co-Chair Committee, "Entrepreneurial Climate and Rural Tourism Development."

Marvill, C., M.Sc. 2006 ~ Committee, "Creating and Arts Destination: The Community Development Process in Waynesville, North Carolina."

Mitas, O., M.Sc. 2006 ~ Chair Committee, "The Visitor Experience at Jockey's Ridge: Humans and Nature in a Dynamic Coastal Landscape."

Mohan, L., Ph.D. 2007 ~ Committee, "An Examination of Variables Influencing the Travel Behavior of Professional Hockey Fans."

Palacios, I., M.Sc. 2007 ~ Committee, "A Marketing Strategy for the North Carolina Zoo Society Using Membership On-line Survey Data."

Peacock, J., M.Sc. 2005 ~ Chair Committee, "Corporate Recruiters' Perceived Value of Study Abroad and International Travel Experiences."

Swanson, J., Ph.D. 2009 ~ Chair Committee, "United States National Tourism Policy Analysis 1967 – 2007."

Publications and Papers (refereed):*

*Brothers, G., & L. Gustke (2007). Industry/University Cooperative Tourism Research Centers: An Approach for a Global Tourism Research Agenda. *European Chapter of Travel and Tourism Research Association Annual Conference*, April 23-25, 2007. Nice, France.

*Bosley, H., Herring, C., & G. Brothers (2006). Visitors' Perceptions of Coral Reef Values Reveal Place Attachment to a Coastal Destination. *Travel and Tourism Research Association Annual Conference*, June 18-20, 2006. Dublin, Ireland.

*Freeman, S., S. Warren, & G. Brothers (2006). Living On the Edge and Not Falling Off: Black Heritage Tourism in the Southeast. *Rural Sociological Society Conference*, August 10-13, 2006. Louisville, Kentucky.

*Herring, C., H. Bosley, & G. Brothers (2005). Important-Performance Analysis of Dive Shop Programs. *Southeast Travel and Tourism Research Association Chapter Annual Conference*, Sarasota, Florida.

*Mitas, O., G. Brothers, & K. Henderson (2006). The Visitors' Experience at Jockey's Ridge. *Travel and Tourism Research Association Annual Conference*, June 18-20, 2006. Dublin, Ireland.

North Carolina Division of Travel and Tourism Research Efforts (1991 – 1997 & 2000 – 2010)

Projects over the years have included an inventory of accommodations, attractions and other tourism services in the state, an inquiry conversion study, monitoring the state tourism barometer, development of a statewide tourism marketing plan, working with the U.S. Travel Data Center to develop estimates of statewide economic impacts of tourism, and multiple airport visitor intercept studies. (NC Department of Commerce \$826,000+). North Carolina Association of Convention and Visitor Bureaus Group Tours and Group Travel Impacts on Urban Areas of NC (PI, 2002-2003,

\$11,500). North Carolina Travel Tracker: A Travel Barometer 2009 – 2010, NC Department of Commerce, Division of Tourism, Film, and Sport Development (PI,\$53,531, unfunded).

Publications and Papers (refereed):*

Brothers, G. (2006). NC Tourism Trends. *Making Tourism Work for You II, East Carolina University Tourism Conference*, October 26 – 27.

Brothers, G. (2004). Eastern NC Data for Tourism Businesses. *Making Tourism Work for You, East Carolina University Conference*, October 5 – 6.

Brothers, G. (1992). Estimation of crowds at festivals. *Southeast Chapter of Travel and Tourism Research Association Annual Meeting*. Raleigh, North Carolina.

*Brothers, G., L. Gustke, L. Smutko, & J. Murray (1997). Coastal North Carolina Tourism Research: A review with implications for the future. *Travel and Tourism Research Association 28th Annual Conference Proceedings*, Norfolk/Virginia Beach, Virginia, June 14 – 19.

Brothers, G., & L. Gustke (1995). Raleigh Visitors Study: 1995 Community Survey on Visitor Industry Awareness. *Department of Parks, Recreation, and Tourism Management, NCSU, Raleigh, NC*.

*Brothers, G., & H. Moody (1995). The Influence of Strategic Tourism Marketing: A longitudinal Study of Activity Based Tourism Segments. *Travel and Tourism Research Association 26th Annual Conference Proceedings*, Acapulco, Mexico. June 10 – 14.

*Brothers, G., & V. Brantley (1994). Tag and Recapture: Testing an attendance estimation technique for an open access special event. *Journal of Festival Management and Event Tourism*. 1:4, 143 – 46.

*Byrd, E. T., L. Gustke, & G. Brothers (2004). 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., L. Gustke, & G. Brothers (2004). 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.

*Chen, R., G. Brothers, & L. Gustke (1996). Tourist Behavior in the North Carolina Travel Industry: An Analysis of Pleasure and Business Travelers. *Travel and Tourism Research Association 27th Annual Conference Proceedings*, Las Vegas, Nevada, June 16 – 19.

*Chen, R., L. Gustke, & G. Brothers (1997). Economic Impacts and Significance Effects of Zoological Park Visitation in Local Economies. *36th Annual Meetings of the Southern Regional Science Association*, Memphis, Tennessee, April 17 – 19.

Gustke, L., G. Brothers, S. Holerud, & R. Chen (1996). North Carolina Zoological Park 1995 Visitor Study. *Department of Parks, Recreation, and Tourism Management, NCSU, Raleigh, NC*.

*McGehee, N., G. Brothers, & C. Jurowski (1995). Review of the Twenty-fifth Annual Travel and Tourism Research Association Conference, Miami, Florida, June 1994. *Journal of Travel Market Research*, UK. Winter 1995.

Paper in Progress:

Carr, J., & G. Brothers. An Analysis of Climate and Economic Conditions Affecting Tourism. Submission to the international journal of *Tourism Recreation Research*.

Office of International Programs ~ Seed Grant 2001 – 2002 Award

An evaluation of ecotourism impacts on the Toledo District, Belize from the standpoint of resident perceptions of impacts resulting from tourism development (PI, \$4,450, one year effort).

Paper (refereed):*

*Banks, S., & Brothers, G. (2004). Tourism Related Impacts as Perceived by Three Resident Typology Groups in San Pedro, Belize. *Travel and Tourism Research Association Annual Conference*. Montreal, Canada: June 21-23, 2004.

Pullen Park Master Plan (2001)

City of Raleigh, NC Parks and Recreation Department Master Planning public involvement process.

Economic Impacts of Travel Along the Blue Ridge Parkway (1996)

An analysis of visitor spending along the Blue Ridge Parkway corridor. Linear Corridor model implemented to estimate impacts to counties along the Parkway in Virginia and in North Carolina. Friends of the Blue Ridge Parkway (PI, \$20,000, one year effort).

Publications and Papers (refereed):*

*Chen, R., S. Fu, & G. Brothers (2001). Economic Impacts of Travel to a Nature-Based Regional Destination. *The Consortium Journal*, 5(2), 23 – 36.

*Chen, R., G. Brothers, & L. Gustke (1997). Comparison of Economic Models. *Travel and Tourism Research Association 28th Annual Conference Proceedings*, Norfolk/Virginia Beach, Virginia, June 15 – 18.

*Chen, R., S. Fu, G. Brothers, & L. Gustke (1997). Tourism Marketing Strategy Development: The Application of Geographic Information Systems to the Analysis of Tourism Data. *Travel and Tourism Research Association 28th Annual Conference Proceedings*, Norfolk/Virginia Beach, Virginia, June 15 – 18.

*Chen, R., G. Brothers, & L. Smutko (1996). Fall 1995 Economic Impact of Travel to the Blue Ridge Parkway, North Carolina. *Travel and Tourism Research Association 27th Annual Conference Proceedings*, Las Vegas, Nevada, June 16 – 19.

An Assessment of Lake Access and Management Policy at Lakes Mayo and Hyco, North Carolina (1994 – 1995)

Research design and analysis of boating and access development policies at two CP&L Reservoirs.

Publication:

Siderelis, C., G. Brothers, & R. Moore (1995). An Assessment of Lake Access and Management Policy at Lakes Mayo and Hyco, North Carolina. Final contract report.

Guilford Courthouse National Military Park Visitors Study (1994)

National Park Service visitor study to update master plan for the military park. Survey design and sampling frame were prepared for the managers as well as analysis of the survey results.

Perceived Tourism Impacts and Attitudes Toward Land Use Controls in Communities Along the Blue Ridge Parkway (1993)

Community assessment of tourism impacts on the development in communities along the Blue Ridge Parkway, North Carolina. Community leaders along the Parkway were identified and surveyed as to their perceptions of land use controls and economic impacts from tourism development.

Publication and Paper:

Kashkin, S., & G. Brothers (1994). Perceived Tourism Impacts in Communities Along the Blue Ridge Parkway. *Proceedings of the Linear Recreation Conference*, Boone, North Carolina.

Kashkin, S., & G. Brothers (1993). Perceived Tourism Impacts and Attitudes Toward Land Use Controls in Communities Along the Blue Ridge Parkway. Faculty Research and Professional Development Fund, Final Report, proposal 64-9271.

Forecast of Water-Based Recreation Consumption and Boating Capacity at Duke Power Projects (1991 – 1993)

Survey design and analysis of boating activities on Duke Power reservoir projects in North and South Carolina. Assessment of boating carrying capacities relative to shoreline management and planning for these reservoirs.

Publications and Papers (refereed):*

*Siderelis, C., G. Brothers, & P. Rea (1995). A Boating Choice Model for the Valuation of Lake Access. *Journal of Leisure Research*, 25:3, 264 – 282.

Brothers, G., & C. Siderelis (1993). Forecast of Water-Based Recreation Use and Carrying Capacities at Duke Power Lakes. Final Contract Report. 128p.

*Brothers, G., & C. Siderelis (1992). Water resources management: Is type of access the name of the game? *Proceedings of the 4th North American Symposium of Society and Resource Management*, Madison WI.

*Green, J., G. Brothers, & C. Siderelis (1991). At the water's edge: Management of visitor access. *Proceedings of the 1991 Southeastern Recreation Research Symposium*, SEFES, SDA, Forest Service, Asheville, NC.

Brothers, G., & C. Siderelis (1991). Stage 1 Preliminary Report: Forecast of Water-Based Recreation use and carrying capacities at Duke Power Lakes. Contract Report.

Off Campus Consultations

Vacation Rental Managers Data Analytics, 2010 – 2011

Chapel Hill Parks and Recreation Comprehensive Plan, 2011 – 2012

Moore County Golf Managers Survey, 2010

North Carolina Vacation Rental Managers Association: marketing research initiative, 2009 – 2010

Dorthea Dix NC Mental Health Campus Park Conversion Study: An economic impact assessment, Friends of Dorthea Dix Park, 2006

Havelock, NC Parks Master Plan, 2006

Moldova Rural Tourism Assessment, US State Department, 2004

Wake Forest, NC Parks Master Plan, 2004

Raleigh, NC Parks Master Plan, 2003

Cary Parks and Recreation Master Plan: An update, 2003

Cary Parks and Recreation Master Plan, 1998

Dominica National Park Assessment, World Wildlife Fund, 1994

Tanglewood Park Master Plan, Winston-Salem, NC, Demand Assessment, 1994

Durham, North Carolina Visitors Study, Resource Analytics, Inc., 1993, 1996, & 2001

1999 **THE UNIVERSITY OF THE SOUTH PACIFIC**
TOURISM STUDIES PROGRAM

Tourism Education and Training in the South Pacific (1999)

Brothers, G., & K. Bricker (2000). Tourism Education in the South Pacific. *Tourism Challenges in the 21st Century: Human Resource Development in Asia and the Pacific*. UN-ESCAP/WTO High-Level Technical Seminar, Tourism Week Conference, Macau, China, May 11 – 14.

EXTENSION RESPONSIBILITIES

1991 – present **NORTH CAROLINA STATE UNIVERSITY,**
DEPARTMENT OF PARKS, RECREATION AND TOURISM
MANAGEMENT

Recreation Resource Services - TARGET Program member

The evaluation team assessed resources for the development of tourism marketing and promotion plans. Methodologies were proposed for the Seafood Festival to assess economic impacts on the local economy. Final Reports submitted.

November 2003, McDowell County, North Carolina
October 1994, Halifax County, North Carolina
August 1993, Lumberton, North Carolina
October 1993, Cleveland County, North Carolina
January 1992, The North Carolina Seafood Festival
July 1992, Brevard/Transylvania County
July 1992, Rockingham County, North Carolina
November 1991, Martin County, North Carolina

Tourism Development Educational Workshops and Conference Presentations

(* refereed)

Brothers, G. (2011). An Analysis of Visitor Trends: Outer Banks, NC. *North Carolina Vacation Rental Managers Association, 3rd Annual Meeting*, Hilton Head, SC, April 6, 2011.

Brothers, G., & L. Gustke (2010). The Importance of Industry Data Collection and Analysis. *North Carolina Vacation Rental Managers Association, 2nd Annual Meeting*, Myrtle Beach, SC, April 22, 2010.

Brothers, G., & M. Taylor (2009). The Importance of Industry Data Collection. Invited speakers, *North Carolina Vacation Rental Managers Association Annual Meeting*, Charlotte, NC, March 31, 2009.

Brothers, G. (2004). Tag and Recapture: An Attendance Estimation Technique for an Open Access Special Event. Training workshop invited speaker, Durham Convention and Visitors Bureau, November 15.

Brothers, G., & C. Kline (2002). A Strategic Planning Effort: Telluride, Colorado. Invited facilitated strategic planning effort. August 20 – 23, 2002.

*Brothers, G., & C. Kline (2002). Tourism Partnerships and CES Programming in North Carolina: Mapping Linkages and Effectiveness. *National Extension Tourism Conference*, Traverse City, Michigan, September 16 – 19.

*Brothers, G., & C. Kline (2000). Regional tourism conferences: a community involvement strategy for sustainable tourism development. *National Extension Tourism Conference*, Kailua-Kona, Hawai'i, April 30 – May 3.

Brothers, G. (1998). Tourism, Agri-Tourism and our Natural Resources – Goose or Golden Egg? *Great Smoky Mountains Ecotourism Workshop*, July 26-27, 1998 in Graham County, Fontana Village Resort, North Carolina.

Brothers, G. (1998). Ecotourism Marketing Trends. *Great Smoky Mountains Ecotourism Workshop*, July 26-27, 1998 in Graham County, Fontana Village Resort, North Carolina.

Brothers, G. (1996). 1995 – 96 Raleigh Area Excursionist Study: A Visitor Survey for Raleigh Area Excursionists. Greater Raleigh Convention and Visitors Bureau.

Brothers, G. (1996). 1995 – 96 Raleigh Tourism Survey: A Study of Guests Visiting Raleigh Residents. Greater Raleigh Convention and Visitors Bureau.

*Brothers, G. (1995). TARGET: Tourism Assessment Program for Local Communities. *National Extension Travel & Tourism Conference*, New Orleans, Louisiana, April 19 – 21.

Brothers, G., & R. Moore (1994). Economic Assessment of Recreation Based Tourism. *North Carolina Recreation and Park Society Annual Conference*, Asheville, NC.

Brothers, G., & L. Gustke (1994). 1993 Pinehurst Tourism Study: A Combination Inquiry Conversion/Visitor Study of Domestic Travelers. Pinehurst Area Convention and Visitors Bureau, Pinehurst, NC.

Byrd, E., G. Brothers, & L. Gustke (1997). Polk County Tourism Study: Resident Perceptions of Visitors. *Department of Parks, Recreation and Tourism Management*, NCSU, Raleigh, NC.

*Casey, J., G. Brothers, & S. Bond (1996). Sustainable Tourism Development in the Adirondacks: Using the Internet to Empower Local Communities. *Proceedings Northeast Recreation Research Conference*. Lake George, New York. March 1996.

Chhabra, D., & G. Brothers (1997). Grandfather Mountain Highland Games: analysis of visitor behaviors. *Department of Parks, Recreation and Tourism Management*, NCSU, Raleigh, NC.

Mitas, O., & Brothers, G. (2006). The visitor experience at Jockey's Ridge: Humans and nature in a dynamic coastal landscape. Jockey's Ridge State Park, North Carolina, USA, Final report presentation.

Murray, J., R. Dunning, H. Bresee, G. Brothers, & D. Chhabra (1997). Enhancing Tourism and Mariculture Development Through Rake-your-own Clam Leases. National Coastal Resources Research and Development Institute, Contract TR97.117-7319-06, Final Report.

PROFESSIONAL AND HONORARY MEMBERSHIPS AND AWARDS

International Travel and Tourism Research Association
Southeast Chapter Travel and Tourism Research Association (Board 2000 – 2007, 2010 – 2011)
Hospitality Sales & Marketing Association International
Southeastern Tourism Society
North Carolina Travel Council
Sigma Xi (Honorary Scientific Research Society)
Sigma Iota Rho (National Honor Society for International Studies)
Rho Pi Lambda (Recreation, Parks and Leisure Honorary Society)
Gamma Sigma Delta (Honor Society of Agriculture)

NCSU, Department of Parks, Recreation & Tourism Management Outstanding Teacher Award (2001).
NCSU, College of Forest Resources Teaching Excellence Award (1993 – 94)
MSU, Department of Park and Recreation Resources Recognition Fellowship (1984)
Tom and Ruth Rivers Scholarship (World Leisure and Recreation Association, 1981)

STUDENT ADVISORY RESPONSIBILITIES

1991 – present **NORTH CAROLINA STATE UNIVERSITY, DEPARTMENT OF PARKS, RECREATION AND TOURISM MANAGEMENT**

Undergraduate: Have advised 125+ students on curriculum and scheduling over 17 years

Graduate Students: Advised 40+ students on curriculum and scheduling and I currently serve or have served on 71 graduate student research committees, 34 as chair or co-chair. I have chaired 17 and co-chaired 6 completed PRTM M.S. Theses and 3 PRTM Master Projects, as well as served on 29 completed PRTM M.S. committees. I served on 1 School of Design Masters Thesis Committee, 1 Resource Economics Masters Thesis committee, as well as 1 Forestry Masters Thesis committee. I have chaired 3 and co-chaired 4 PRTM Ph.D. Dissertation committees, served on 4 PRTM Ph.D. committees as well as served on 5 Forestry Dissertation committees. Currently, I co-chair 1 PRTM Ph.D. Dissertation committee.

COMMITTEE RESPONSIBILITIES

1991 – present **NORTH CAROLINA STATE UNIVERSITY,
DEPARTMENT OF PARKS, RECREATION AND TOURISM
MANAGEMENT**

Departmental: Curriculum Review (1991 – 1992), Ph.D. Feasibility (1991 – 1993, 1995 – 1997), Cooperative Extension Tourism Faculty Search Committee (Chair, 2007), Reappointment, Promotion and Tenure (2008 – present), Undergraduate Curriculum (2008 – present), Graduate Application Review (2008 – present), Peer Teaching Evaluation Committee (2010 – present)

College: International Programs (2004 – 2006), Computer (1992 – 1993), Library (1991 – 1993, 2010)

University: University Research Committee (2008 – 2009), International Studies India Initiative (2007), Faculty Senate (2000 – 2004, Executive Committee, 2004), Teaching Effectiveness and Evaluation (1991 – 1995, Chair, 1993 – 1995)

PROFESSIONAL AND COMMUNITY SERVICE

Outside reviewer ~ tenure and promotion consideration for Kelly Bricker, University of Utah, College of Health, Department of Parks, Recreation and Tourism (2011).

Editorial Board, International Journal of Ecology & Development (IJED), Tourism Development Submissions (2008 – present).

Reviewer ~ Journal of Hospitality Management and Tourism (2011).

Reviewer ~ Travel and Tourism Research Association European Chapter 2012 Annual Conference research paper submissions (2011).

Reviewer ~ BEST-EN's 2012 annual conference and think-tank research paper submissions (2011).

Reviewer ~ Travel and Tourism Research Association Conference research paper submissions (2005 – present).

Reviewer ~ International Council on Hotel, Restaurant and Institutional Education (ICHRIE) Conference research paper submissions (2005 – 2010).

Wake County Parks and Recreation Advisory Committee, Historic Yates Mill County Park (2010 – present).

Faculty Sponsor ~ Habitat for Humanity NCSU Student Organization (2001 – present).

Treasurer ~ Broughton High School Show Choir Boosters (1994 – 1995).

Cub Scout Master ~ Pack 395, Boys Scouts of America, Raleigh, NC (1993 – 1996).