

# SAMANTHA ROZIER RICH

## Curriculum Vita

Department of Parks, Recreation and Tourism Mgmt.  
North Carolina State University  
919-513-0351

Box 8004, 3028D Biltmore Hall  
Raleigh, NC 27695-8004  
[samantha\\_rich@ncsu.edu](mailto:samantha_rich@ncsu.edu)

---

### EDUCATION

- May 2008      University of Illinois Urbana-Champaign  
Ph.D. Recreation, Sport, and Tourism  
Chair: Dr. Carla A. Santos  
Dissertation Title: *Understanding travel promotional narratives: The influence of narrative transportation and skepticism*
- May 2005      Clemson University  
M.S. Parks, Recreation, and Tourism Management  
Chair: Dr. Kenneth F. Backman  
Thesis Title: *An investigation of motives and constraints on tourists' intention to engage in multideestination travel within one hour of Charleston*
- May 2002      Clemson University  
B.A. Speech and Communication Studies  
Minor: Business Administration  
Advisor: Dr. Andrew C. Billings  
Thesis Title: *Comics: Representations of a man's world? An examination of gender stereotypes in Sunday comics*

### PROFESSIONAL EXPERIENCE

- July 2008 –      Assistant Professor and Tourism Extension Specialist  
Present          Department of Parks, Recreation and Tourism Management  
North Carolina State University
- Aug 2005 –      Graduate Research Assistant, Graduate Teaching Assistant, Lecturer  
May 2008          Research Associate – Tourism Laboratory for Economic and Social Behavior Research  
Department of Recreation, Sport and Tourism  
University of Illinois at Urbana-Champaign
- Aug 2003 –      Graduate Research Assistant  
May 2005          Department of Parks, Recreation, and Tourism Management  
Clemson University
- Aug 2002 –      Charleston (SC) Area Convention and Visitors Bureau (CACVB)  
Aug 2005          Media and Public Relations Assistant/Marketing Assistant

### PEER-REVIEWED PUBLICATIONS

- Henderson, K. A., Harrolle, M., **Rich, S. R.**, & Moretz, J. (Accepted). Women faculty, higher education, and the recreation/leisure field, *SCHOLE: A Journal of Leisure Studies & Recreation Education*, 26 (2).
- **Rich, S. R.**, Komar, S., Schillings, B., Tomas, S. R., Carleo, J., & Colucci, S. (Accepted). Using Webinars for National Agritourism Education: A Case Study of Success. *Journal of Extension (JOE)*.
- **Rozier-Rich, S.**, & Santos, C.A. (2010). Processing promotional travel narratives. *Tourism Management*, 32, 394-405.
- Santos, C. A., & **Rozier-Rich, S.** (2009). Travel writing as a representational space: "Doing deviance". *Tourism, Culture and Communication*, 9 (3), 137-150.
- Santos, C. A., & **Rozier, S.** (2007). Intercultural communication competence and conflict negotiation strategies: Perceptions of park staff and diverse park users. *Journal of Park and Recreation Administration*, 25 (1), 22-49.

### PEER-REVIEWED EXTENSION PUBLICATIONS

- Schilling, B., Komar, S., Carleo, J., **Rich, S. R.**, Tomas, S., & Colucci, S. (2011). [Marketing 101 for your agritourism business](#). Bulletin E337. Rutgers Cooperative Extension, Rutgers University New Jersey Agricultural Experiment Station. 6 pp.
- **Rich, S. R.**, Tomas, S. R., Colucci, S., Komar, S., Schilling, B., & Carleo, J. (2010). [Agritourism: Opportunities for farm diversification](#). Agricultural Publication AG-734-01. North Carolina Cooperative Extension Service, North Carolina State University, Raleigh, NC. 4 pp.
- Komar, S., Schilling, B., Carleo, J., Colucci, S., **Rich, S. R.**, & Tomas, S. R. (2010). [Is an agritourism venture right for your farm?](#) FS1131. Rutgers Cooperative Extension, Rutgers University New Jersey Agricultural Experiment Station. 3 pp.

### OTHER PUBLICATIONS

- **Rich, S. R.**, & Barbieri, C. (2011). What is agritourism? North Carolina Dairy Goat Breeders Association Summer 2011 Newsletter, 4.
- **Rich, S. R.**, & Santos, C. (December 2010). Reading promotional travel narratives: Processing and skepticism. CenStates TTRA Quarterly Newsletter.
- **Rozier, S.** (2009). Understanding travel promotional narratives: The influence of narrative transportation and skepticism. Dissertation Summary. *European Journal of Tourism Research*, 2, 123-130.

### PUBLICATIONS UNDER REVIEW/IN PROGRESS

- Canberg, A., **Rich, S. R.**, Smith, W. W., & Tomas, S. R. (in progress). Current festival and event trends: Perceptions of event professionals in North Carolina and South Carolina.
- Canberg, A., Smith, W. W., **Rich, S. R.**, & Tomas, S. R. (in progress). Measuring the economic, social, and environmental impacts of special events: The triple bottom line.

### PEER-REVIEWED CONFERENCE RESEARCH PRESENTATIONS, POSTERS, PROCEEDINGS, & ABSTRACTS

- Smith, W. W., **Rich, S. R.**, Canberg, A. S., & Tomas, S. R. (2011, June). Measuring the economic, social, and environmental impacts of special events: A mixed methods approach. Travel and Tourism Research Association (TTRA) Conference, London, Ontario.

- Gil Arroyo, C., Barbieri, C., & **Rich S. R.** (2011, April). Examining different agritourism definitions: A proposed study among farmers, households and Extension agents. Northeastern Recreation Research (NERR) Conference, Bolton Landing, NY. Refereed poster presentation.
- **Rich, S. R.**, Komar, S., Tomas, S. R., Schillings, B., Carleo, J., & Colucci, S. (2011, March). Webinars as a Tool for Collaboration and Education. National Association of Community Development Extension Professionals (NACDEP) Conference, Charleston, SC.
- **Rich, S. R.**, Tomas, S. R., Barbieri, C., Standish, K., & Ainley, S. (2011, March). A summary of agritourism research in the United States. National Extension Tourism (NET) Conference, Charleston, SC.
- Barbieri, C., & **Rich, S. R.** (2011, March). Agritourism label and meaning: Are Extension faculty and farmers speaking the same language? National Extension Tourism (NET) Conference, Charleston, SC.
- Komar, S., **Rich, S. R.**, Schillings, B., Tomas, S. R., Carleo, J., & Colucci, S. (2011, March). Social media: The new 'word of mouth' advertising. National Extension Tourism (NET) Conference, Charleston, SC. One hour panel presentation/workshop
- **Rich, S. R.**, Komar, S., Tomas, S. R., Schillings, B., Carleo, J., & Colucci, S. (2011, March). Creative strategies for Extension programming: Agritourism and webinars. National Extension Tourism (NET) Conference, Charleston, SC.
- Tomas, S. R., **Rich, S. R.**, Canberg, A. S., & Smith, W. W. (2011, March). The effects of the recession on North Carolina and South Carolina festivals and events. National Extension Tourism (NET) Conference, Charleston, SC.
- **Rich, S. R.**, Standish, K., Tomas, S. R., Barbieri, C., & Ainley, S. (2010, June). The current state of agritourism research in the United States. Travel and Tourism Research Association (TTRA) Conference, San Antonio, TX. Refereed poster presentation.
- **Rich, S. R.**, Tomas, S. R., Banks, C., & Standish, K. (2010, April). Using reservation data to examine visitor demand and marketing effectiveness. National Association of Community Development Extension Professionals (NACDEP) Conference, Bloomington, MN.
- Tomas, S. R., Davis, E., & **Rich, S. R.** (2010, April). Building successful collaboration for tourism development and promotion: The Robeson County, NC example. National Association of Community Development Extension Professionals (NACDEP) Conference, Bloomington, MN.
- **Rozier, S.**, & Santos, C. A. (2009, June). Using consumer behavior scales to examine the persuasiveness of travel narratives. Travel and Tourism Research Association (TTRA) Conference, Honolulu, HI.
- **Rozier S.**, & Santos, C. A. (2009, June). Influence of gender and age on the processing of travel narratives. Travel and Tourism Research Association (TTRA) Conference, Honolulu, HI.
- **Rozier, S.** (2009, June). Developing collaborative partnerships and sustainable tourism strategies: An application of multideestination travel marketing. National Extension Tourism (NET) Conference, Park City, UT.
- **Rozier, S.** (2009, June). Marketing the experience: Give your visitors what they really want. National Extension Tourism (NET) Conference, Park City, UT.
- **Rozier, S.** (2009, June). The influence of gender and age on the persuasability of travel articles and travel brochures. National Extension Tourism (NET) Conference, Park City, UT.
- Tomas, S. R., & **Rozier, S.** (2009, June). Customer service training with a tourism twist: North Carolina Hospitality. National Extension Tourism (NET) Conference, Park City, UT.
- Tomas, S. R., & **Rozier, S.** (2009, April). Marketing to the environmentally-minded traveler. National Association of Community Development Extension Professionals (NACDEP) Conference, San Diego, CA.
- Tomas, S. R., & **Rozier, S.** (2009, April). Using service quality to create a competitive advantage for tourism businesses. National Association of Community Development Extension Professionals (NACDEP) Conference, San Diego, CA.

- Santos C. A., & **Rozier, S.** (2007, June). What happens in Vegas...Amsterdam, Bangkok, and New Orleans. In: Proceedings from the 2007 International Travel and Tourism Research Association (CD-ROM) and paper presented at conference, Las Vegas, NV.
- Santos, C. A., **Rozier, S.**, Shiness, K. J., & Stodolska, M. (2006, October). Perceptions of intercultural communication and conflict strategies among park staff and Latino and African American park users. In: Abstracts from the 2006 National Recreation and Parks Association Leisure Research Symposium, and paper presented at Conference, Seattle, WA.
- **Rozier, S.**, Norman, W. C., & Backman, K. F. (2005, June). The effect of travel patterns on tourists' potential willingness to take a side trip. Presented at the 36<sup>th</sup> Annual Travel Tourism Research Association Conference (TTRA), New Orleans, LA.
- **Rozier, S.**, Norman, W. C., & Backman, K. F. (2005, April). The effect of travel patterns on tourists' side trip behavior. Poster session presented at the *Research Forum and Graduate Education Expo*. Clemson University, Clemson, S.C.
- **Rozier, S.**, & Backman, K. F. (2005, February). Motives and constraints of multideestination tourists. Presented at the 27<sup>th</sup> Annual Southeastern Recreation Research Conference (SERR), Savannah, GA.

### INVITED PRESENTATIONS AND LECTURES

- Tomas, S. R., & **Rich, S. R.** (2011, June). Service and hospitality aspects. Hunting-Related Business Opportunities Workshop. Murfreesboro, NC.
- Tomas, S. R., Saltmarsh, A., & **Rich, S. R.** (2011, March). Preparing for a farm tour. Sandhills Farm Tour. South Central District, NC.
- **Rich, S. R.**, & Tomas, S. R. (2011, March). Tourism promotion for economic development. Piedmont Triad Sustainability Series. Greensboro, NC.
- Tomas, S. R., & **Rich, S.R.** (2011, February). Working with Tourism Extension. New Extension Faculty Orientation Training. Raleigh, NC.
- Tomas, S. R., & **Rich, S. R.** (2011, February). Evaluating the impact of your festival or event. North Carolina Community and Rural Development (CRD) State Wide Conference. Southern Pines, NC.
- Smith, W. W., Tomas, S. R., **Rich, S. R.**, & Canberg, A. S. (2011, January). 2010 NC and SC festivals and events planner survey. NC Association of Festivals & Events and SC Festival & Event Association Joint Conference - Showfest. Greenville, SC.
- **Rich, S. R.**, & Colucci, S. (2011, January). Using web-based technologies to promote your agritourism farm. 2011 Atlantic Coast Agricultural Convention and Trade Show. Atlantic City, NJ.
- Colucci, S., & **Rich, S. R.** (2011, January). Web-based technologies and your agritourism farm. Business Side of Agritourism Workshop. Maggie Valley, NC.
- **Rich, S. R.** (2010, December). Parks and recreation + tourism = opportunities for collaborations. Recreation Resource Services Teleconference Series. Raleigh, NC.
- **Rich, S. R.**, & Xu, S. (2010, November). What is tourism? North Carolina State University; *PRT 152 Introduction to Parks, Recreation, and Tourism*. (lecture given to two sections).
- Tomas, S. R., & **Rich, S. R.** (2010, November). Customer service 101. Recreation Resource Services Teleconference Series. Raleigh, NC.
- **Rich, S. R.**, & Tomas, S. R. (2010, September). Forests, recreation, and tourism: Opportunities to grow a great relationship. Biltmore Forest School – Stewardship, Recreation, & Liability Workshop. Elizabethtown, NC.
- Tomas, S. R., **Rich, S. R.**, & Pierce, G. (2010, August-September). Nature-based tourism. College of Natural Resources Agent Training Workshop. Raleigh, NC.
- Tomas, S. R., & **Rich, S. R.** (2010, August). Tourism Extension. New PRTM Graduate Student Orientation. Raleigh, NC.
- Tomas, S. R., & **Rich, S.R.** (2010, August). Working with Tourism Extension. New Extension Faculty Orientation Training. Raleigh, NC.

- Tomas, S. R., & **Rich, S.R.** (2010, June). Assessing your assets: Things to consider before taking the agritourism plunge. Lexington, NC. Risk Management for Farms and Agritourism Workshop hosted by Davidson County CES. Lexington, NC.
- Harrolle, M. G., & **Rich, S. R.** (2010, May). Economic impact study of organized camping in Western North Carolina. North Carolina Youth Camp Association camp directors meeting. Brevard, NC.
- **Rich, S. R.**, Tomas, S. R., Colucci, S., Komar, S., Schilling, B., & Carleo, J. (2010, May). Agritourism webinar overview. North Carolina Association of Cooperative Extension Specialists (NCACES) May meeting. Raleigh, NC.
- **Rich, S. R.**, & Tomas, S. R. (2010, May). Forests, recreation, and tourism: Opportunities to grow a great relationship. Biltmore Forest School – Stewardship, Recreation, & Liability Workshop. Troy, NC.
- **Rich, S.**, Tomas, S. R., Banks, C., & Standish, K. (2010, May). Occupancy analysis of Applewood Manor Inn Bed and Breakfast. Presentation of report given to Applewood Manor Inn Bed and Breakfast.
- **Rich, S. R.**, & Tomas, S. R. (2010, March). Diversification for the green industry. Wilson County Green Association. Wilson, NC.
- Tomas, S. R., & **Rich, S. R.** (2010, March). Top 10 tips for growing your choose-and-cut and retail business. NC Christmas Tree Association Winter Meeting. Boone, NC.
- **Rich, S. R.**, & Tomas, S. R. (2010, February). Agritourism: Types and marketing strategies. 2010 Marketing Opportunities for Farmers Conference – Appalachian Sustainable Agriculture Project (ASAP). Swannanoa, NC.
- Tomas, S. R., & **Rich, S. R.** (2010, February). Successful agricultural business marketing strategies. 4<sup>th</sup> Annual North Carolina Agritourism Networking Association Conference (ANA). Greenville, NC. Panelist/moderator.
- **Rich, S. R.**, & Tomas, S. R. (2010, February). Building the retail experience. Regional Christmas Tree Marketing Conference. Boone, NC.
  - \* Due to inclement weather, presentations were given by S. Rich via Elluminate.
- **Rich, S. R.**, & Tomas, S. R. (2010, February). Marketing through electronic media and networks. Regional Christmas Tree Marketing Conference. Boone, NC.
  - \* Due to inclement weather, presentations were given by S. Rich via Elluminate.
- Smith, W. W., Tomas, S. R., Canberg, A. S., & **Rich, S. R.** (2010, January). 2009 NC and SC festivals and events planner survey. NC Association of Festivals & Events and SC Festival & Event Association Joint Conference - Showfest. Greenville, NC.
  - \* Due to inclement weather and prior engagement, presentation was given by W. Smith.
- **Rich, S. R.**, & Tomas, S. R. (2010, January). Types of agritourism enterprises. Business Side of Agritourism Workshop. Waynesville, NC.
- **Rich, S. R.**, & Tomas, S. R. (2010, January). Collaborations and collective marketing. Business Side of Agritourism Workshop. Waynesville, NC.
- Colucci, S., & **Rich, S. R.** (2010, January). Social media and agritourism. Business Side of Agritourism Workshop. Waynesville, NC.
- Tomas, S. R., & **Rich, S. R.** (2010, January). Tourism Opportunities for Your Small Farm. Wake County Keeping the Farm Workshop. Raleigh, NC.
- **Rich, S. R.**, & Tomas, S. R. (2010, January). Innovations in agritourism marketing and promotion. 2010 Atlantic Coast Agricultural Convention and Trade Show. Atlantic City, NJ.
- Harrolle, M. G., & **Rich, S. R.** (2010, January). Time management. North Carolina State University, *PRT 801 Seminar in Recreation Research*.
- Baran, P., Brothers, G., **Rich, S. R.**, Tomas, S. R. (2009, October). Tourism issues and trends. North Carolina State University, *PRT 801 Seminar in Recreation Research*.
- **Rich, S. R.** (2009, October). What is tourism? North Carolina State University; *PRT 152 Introduction to Parks, Recreation, and Tourism*. (lecture given to two sections).

- **Rich, S. R.** (2009, September). Faculty introduction and research review. North Carolina State University; *PRT 601 Seminar in Recreation Research*.
- **Rozier, S.** & Tomas, S. R. (2009, May). Forests, recreation, and tourism: Opportunities to grow a great relationship. Biltmore Forest School – Stewardship, Recreation, & Liability Workshop. Troy, NC.
- **Rozier, S.** (2009, April). The importance of collaboration. The Business Side of Agritourism Conference. Asheville, NC.
- **Rozier, S.,** & Tomas, S. R. (2009, April). Tourism opportunities for your small farm. Small Farms Workshop – *Business Opportunities for Small Farms*. Stanly County, NC.
- Tomas, S. R., & **Rozier, S.** (2009, March). Stretching your choose & cut marketing investment. North Carolina Christmas Tree Association Winter Meeting. Asheville, NC.
- Canberg, A., & **Rozier, S.** (2009, February). Triple bottom line and special Events/Festivals – Survey Results. Invited presentation. North Carolina and South Carolina Festivals and Events Associations joint conference. Greenville, SC.
- **Rozier, S.,** & Tomas, S. R. (2009, January). Marketing the experience. Eastern North Carolina Christmas Tree Growers Association winter meeting.
- **Rozier, S.** (2009, January). Using your story. Statewide North Carolina Bed and Breakfasts and Inns Association meeting. Durham, NC. Invited keynote presentation
- **Rozier, S.** (2008, October). The role of tourism within Extension. University of Illinois at Urbana-Champaign; *RST 330 Leisure and Consumer Culture*.
- **Rozier, S.,** & Tomas, S. R. (2008, October). Rural tourism initiatives. North Carolina Cooperative Extension West Central Administrative Team Meeting.
- Tomas, S. R., & **Rozier, S.** (2008, October). NC Tourism Extension: Programs and initiatives. North Carolina Cooperative Extension South Central District County Extension Director’s meeting.
- **Rozier, S.,** & Tomas, S. R. (2008, September). Tourism as an economic development tool. North Carolina Cooperative Extension Northeast District County Extension Directors meeting.
- **Rozier, S.,** & Tomas, S. R. (2008, September). What is tourism extension? North Carolina State University; *PRT 601 Graduate Research Seminar*.
- **Rozier, S.** (2007, August-September). The role of tourism and consumer culture. University of Illinois at Urbana-Champaign; *RST 330 Leisure and Consumer Culture*. Invited three-part lecture.
- **Rozier, S.** (2006, December). Textual representations of deviance. University of Illinois at Urbana-Champaign; *RST 503: Advanced Leisure Research Methods*.
- **Rozier, S.** (2006, December; 2005 August) Promotional strategies and the life of a CVB. University of Illinois at Urbana-Champaign; *RST 410 Administration of Leisure Services*.
- **Rozier, S.** (2005, May). Analysis of Charleston and Berkeley County tourists: A multideestination profile. Presented to delegates from the Charleston Convention and Visitors Bureau; Berkeley County Government; Alcoa; and the Berkeley Chamber of Commerce.
- **Rozier, S.** (2005, February). Berkeley County, Charleston, and multideestination travel. Mepkin Abbey, SC; *The Cooper River Forum*.

## SPONSORED RESEARCH PROJECTS/GRANT FUNDING

Funded:

- **Rich, S. R.** (PI). (2011-2012). Rural tourism case studies and resources for aspiring entrepreneurs in NC. NCSU Faculty Research and Professional Development Fund; \$4,000.
- Tomas, S. R., & **Rich, S. R.** (Co-PI) (2011-2012). Learning from the leaders: Rural tourism case studies, strategies, and resources for aspiring entrepreneurs in NC. University Extension, Engagement and Economic Development (EEED) Grant; \$10,000.
- Harrolle, M. G., & **Rich, S. R.** (Co-PI). (2010-2011). North Carolina Youth Camp Association economic impact study – Supplemental Grant. North Carolina Youth Camp Association; \$2,469.

- Bullen, G., **Rich, S. R.** (Co-PI), & Tomas, S. R. (2010-2011). Fee hunting: Income opportunities for land owners. NCSU Cooperative Extension Service Grant; \$4,830.
- **Rich, S. R.** (Co-PI), & Tomas, S. R. (2010-2012). Increasing on-farm sustainability through agritourism research: An examination of agritourism visitors, farms, and marketing strategies. Southern Regional Sustainable Agriculture Research and Education (SSARE) On-Farm Grant Proposal; \$15,000.
- Harrolle, M. G., & **Rich, S. R.** (Co-PI). (2010-2011). North Carolina Youth Camp Association economic impact study. North Carolina Youth Camp Association; \$14,276.
- **Rich, S. R.** (PI). (2010-2011). What IS agritourism? NCSU Faculty Research and Professional Development Fund; \$1,200.
- **Rozier, S.** (PI), Tomas, S. R., & Morris, C. (2009-2010). PRT 5XX: Applications of tourism management practices. NCSU DELTA IDEA Grant; \$8,000.
- **Rozier, S.** (PI). (2009-2010). Analysis of the North Carolina bed and breakfast industry: An examination of visitor demand and marketing effectiveness using GIS technology. NCSU Faculty Research and Professional Development Fund; \$4,000.
- **Rozier, S.** (PI), Backman, K. F., & Norman, W. C. (2003-2005). A visitor survey of Berkeley County, South Carolina. Alcoa Corporation, the Charleston Area Convention and Visitors Bureau, and Berkeley County; \$10,000.

Funded (Collaborator):

- Bardon, R., Hazel, D., Mitchell, P., & Tomas, S. (2010). Promoting Natural Resource Awareness. NC Cooperative Extension Service; requested \$50,000 – awarded \$25,000 (due to budget cuts). Collaborator.
- Wolfe, K., & Bullen, G. (2008). Agritourism business training with Southern Region Risk Management Education Center; \$38,750. Collaborator.
- Wolfe, K., & Bullen, G. (2008). Agritourism for Agriculture Professionals with Southern Sustainable Agriculture Research and Education; \$82,986. Collaborator.
- Santos C. A., & Humphreys, B. (2007). Intersecting social and economic impacts of tourism development: Lake Tahoe Region. Lake Tahoe Visitors Authority; \$20,000. Collaborator.
- Santos, C. A., & Schwartz, Z. (2005-2006). Evaluation of the advertising program for the Lake County Convention and Visitors Bureau. Lake County Illinois Convention and Visitor Bureau; \$8,800. Collaborator.

Submitted:

- Santos, C., **Rich, S. R.** (Co-PI), & Costa, C. (2011). Service encounters in the global environment: The growing Hispanic/Latino market. \$47,533.
- Morais, D., Correa, M., **Rich, S. R.**, Tomas, S. R., & Ogan, K. (2011). NC people-first tourism cooperatives: Leveraging mobile information technology to enable improved micro-entrepreneurial livelihoods and wellbeing of NC's rural poor. Z. Smith Reynolds Foundation. \$69,534. Investigator.

Submitted Not Funded:

- Bullen, G., **Rich, S. R.** (Co-PI), & Tomas, S. R. (2011). Fee hunting educational workshops: Income opportunities for landowners. Southern Risk Management Education Center. \$44,400. *Invited to submit full proposal.*
- **Rich, S. R.** (Co-PI), Tomas, S. R. (2010), & Bullen, G. Development of a Standardized Tool to Examine Agritourism: Enhancing Opportunities to Increase On-Farm Sustainability and Educate Agritourism Farmers. Sustainable Agriculture Research and Education (SSARE) grant; \$253,826.
- Duarte, M., Tomas, S. R., & **Rich, S.** (2010). NC people-first tourism cooperatives. NC Rural Economic Development Center. \$75,000. Investigator.

- Mitchell, P. H., Dasmohapatra, S., **Rich, S. R.**, & Tomas, S. R. (2010). An Innovated Model for Developing a Branding Strategy for NC Furniture Products: Seed Proposal. U.S. Department of Agriculture (USDA); \$87,333. Investigator.
- Bullen, S., Tomas, S. R., **Rich, S. R.**, & Owen, J. (2010). Marketing Education to Increase Christmas Tree Profitability. North Carolina Department of Agriculture and Consumer Services (NCDACS); \$99,158. Investigator.
- Bardon, R., Hazel, D., Jeuck, J., Megalos, M., Owen, J., Sidebottom, J., **Rich, S. R.**, Tomas, S. R., Dasmohapatra, S., Denig, J., Mitchell, P., Saloni, D., Watt, H., Davis, J., Furiness, C., & Robison, D. (2010). Promoting Forest-Based Economic Development in Western North Carolina. U.S. Forest Service; \$1,898,169. Investigator.
- Tomas, S. R., & **Rich, S. R.** (Co-PI) (2010). Development of State-Wide Protocol for Documenting Festival and Event Success: Using Visitor Data to Report Local Economic Development Initiatives. NCSU Office of Extension, Engagement, and Economic Development grant; \$10,000.
- **Rozier, S.** (Co-PI), & Tomas, S. R. (2009). Tourism Trails Mapping Project: Enhancing Rural Economic Development. GoldenLEAF Foundation (Pre-Proposal); \$74,190.
- Brothers, G. L., Harrolle, M., **Rozier, S.**, & Tomas, S. R. (2009). North Carolina sport tourism economic impact assessment. Research Proposal for the North Carolina Division of Tourism, Film, and Sports Development; \$78,157. Investigator.
- Tomas, S. R., & **Rozier, S.** (Co-PI). (2009). Development of state-wide tourism-related educational workshops using distance education technology. NCSU Office of Extension, Engagement, and Economic Development Grant; \$10,000.

#### **EXTENSION PROGRAMS:**

- Bullen, S., **Rich, S. R.**, Tomas, S., Gibbs, M., Grandy, T., Pierce, G., Sink, S., Smith, P. (2011, June). Hunting-Related Business Opportunities: Training for Extension Agents and Landowners. Collaboration between North Carolina State University Extension Specialists and Agents.
- **Rich, S. R.**, Komar, S., Tomas, S. R., Schillings, B., Colucci, S., & Carleo, J. (2010, March-April). East Coast Agritourism Webinar Series. Partnership between North Carolina State University and Rutgers Cooperative Extension. National webinar series designed for farmers/farm business owners, Extension agents, and professionals.

#### **TECHNICAL REPORTS**

- **Rich, S. R.**, Tomas, S., & Xu, S. (2011 – in progress). An examination of agritourism, visitors, farms, and marketing strategies. A total of 7 reports prepared – 1 overall report and 6 individual farm reports.
- Harrolle, M. G., **Rich, S. R.**, Rascher, D., Xu, S., King, M., & Supak, S. (2011). Economic impact study of organized youth camps in Western North Carolina (Buncombe, Jackson, Henderson, and Transylvania Counties). Report prepared for the North Carolina Youth Camp Association.
- Tomas, S., Saltmarsh, A., & **Rich, S. R.** (2011). Vollmer Farm marketing strategies and suggestions for farm market focus and transition. Report prepared for Vollmer Farm.
- Smith, W. W., Tomas, S. R., Canberg, A., **Rich, S. R.** (2011). Results of the NC and SC festivals and events planner survey. Report prepared for the North Carolina Association of Festivals and Events (NCAF&E) and for the South Carolina Festivals and Events Association (SCFEA).
- Tomas, S. R., & **Rich, S. R.** (2010). Tourism Development and Marketing Strategies for Rutherford County Tourism Development Authority. Report prepared for the Rutherford County Tourism Development Authority.
- **Rich, S. R.**, Tomas, S. R., Banks, C., Standish, K., & Supak, S. (2010). Occupancy analysis of Applewood Manor Inn Bed and Breakfast. Report prepared for Applewood Manor Inn Bed and Breakfast.

- Smith, W. W., Tomas, S. R., Canberg, A., **Rich, S. R.** (2010). Results of the NC and SC festivals and events planner survey. Report prepared for the North Carolina Association of Festivals and Events (NCAF&E) and for the South Carolina Festivals and Events Association (SCFEA).
- Smith, W. W., Canberg, A., Tomas, S. R., **Rozier, S.** (2009). Results of NC and SC Festivals and Events Survey. Report prepared for the North Carolina Association of Festivals and Events (NCAF&E) and for the South Carolina Festivals and Events Association (SCFEA).
- Tomas, S. R. and **Rozier, S.** (2008). Tourism Extension: Helping Communities Develop Healthy, Prosperous and Enduring Tourism Enterprises. White Paper.
- **Rozier, S.** & Santos, C.A. (2008). Understanding travel promotional narratives: The influence of narrative transportation and skepticism. Report prepared for the Charleston Area Convention and Visitors Bureau.
- Santos C. A., Humphreys, B., & **Rozier, S.** (2007). Intersecting social and economic impacts of tourism development. Report prepared for the Lake Tahoe Region.
- Santos C. A., Schwartz, Z., & **Rozier, S.** (2006). Analysis of Lake County travel market. Part 1 and Part 2. Report prepared for Lake County Convention and Visitors Bureau.
- **Rozier, S.** (2005). Analysis of Charleston Tourists and their motives and intentions of visiting Berkeley County. Report prepared for Charleston Area Convention and Visitors Bureau; Berkeley County Government; Alcoa.
- **Rozier, S.** (2005). Analysis of Berkeley County, South Carolina Tourists. Report prepared for Charleston Area Convention and Visitors Bureau; Berkeley County Government; Alcoa.

## TEACHING EXPERIENCE

July 2008 – Assistant Professor and Tourism Extension Specialist  
Present Department of Parks, Recreation and Tourism Management  
North Carolina State University

Courses: PRT 407 *Services, Facilities, and Events Marketing* (3 credits)  
- Fall 2009, Fall 2010, Fall 2011  
PRT 595-601 *Applications of Tourism Management Practices* (Distance Ed.) (3 credits)  
- Summer II 2011  
PRT 595-602 *Foundations of Tourism* (Distance Ed.) (3 credits)  
- Spring 2010

Spring 2006 – Lecturer  
Spring 2007 Dept. of Recreation, Sport and Tourism  
University of Illinois at Urbana-Champaign

Courses: RST 150 *Foundations of Tourism*  
- Spring 2007, Spring 2008

## GRADUATE STUDENT COMMITTEES

### Committee Member:

- Xu, S. (expected graduation 2014). Pursuing Ph.D. degree. Co-Chair.
- Supak, S. (expected graduation 2011). Pursuing Ph.D. degree. Committee Member.
- Carrie Banks, M.S. (December 2009). *Disentangling the Influence of Community and Place Attachment on Resident Attitudes toward Tourism Development*. PRTM/NCSU. Committee Member.

## **UNIVERSITY AND PROFESSIONAL SERVICE**

- PRTM Graduate Student Association, NCSU, Faculty Advisor. 2010 – current.
- Tourism Curriculum/Concentration Committee, 2010-current.
- PRTM 801 Steering Committee, NCSU. 2010-2011, 2011-2012.
- PRTM Graduate Program Advisory Committee, NCSU. 2008 – current.
- PRTM Peer Teaching Evaluation Committee, NCSU. 2009 – current.
- PRTM Doctoral Student Coaching/Mentoring Committee, NCSU. 2009 – current.
- PRTM Graduate Application Review Committee, NCSU. 2008 – current.
- College of Natural Resources Distance Education Advisory Committee, NCSU. 2008 – current.
- North Carolina Association of Cooperative Extension Specialists (NCACES). 2009 – current.
- 2011 National Extension Tourism (NET) Planning Committee.
- 2011 National Association of Community Development Extension Professionals (NACDEP) Conference Planning Committee.
- SC Sea Grant Consortium/NC Sea Grant Climate Extension Advisory Committee. 2008 – current.
- PRTM Tourism Position Search Committee, NCSU. 2009-2010.
- PRTM Graduate Student Advisory Committee, NCSU. 2008-2009.
- Homegrown Handmade Advisory Committee. 2008-2009

## **INVITED REVIEWS**

- Journal of Rural Studies (2010).
- eRTR (2010).
- Leisure Sciences Journal (2010).
- Conference abstracts submitted to National Extension Tourism Conference (2010).
- Conference abstracts submitted to National Association of Community Development Extension Professionals (2010).
- Conference abstracts submitted to the Travel and Tourism Research Association (TTRA) Conference (2010, 2011).
- Conference abstracts submitted to the Southeastern Recreation Research (SERR) Conference (2009, 2010, 2011).

## **HONORS AND AWARDS**

- List of Teachers Ranked as Excellent by Their Students – University of Illinois at Urbana-Champaign – RST 150 Foundations of Tourism (2008)
- First recipient of the Ziebarth Howe Graduate Student Award (2006)
- Recipient of the South Carolina LIFE Scholarship (1998, 2000, 2001)

## **PROFESSIONAL ACTIVITIES**

- Member, Travel Tourism Research Association (TTRA) (2005, 2008, 2009, 2010, 2011)
- Member, Travel Tourism Research Association – Southeast Chapter (SETTRA) (2010, 2011)
- Member, National Association of Community Development Extension Professionals (NACDEP) (2008, 2009, 2010, 2011)
- Member, N.C. Association of Cooperative Extension Specialists (NCACES) (2008, 2009, 2010, 2011)
- Member, North Carolina Agritourism Networking Association (ANA) (2008, 2009, 2010)
- Member, National Recreation and Park Association (NRPA) (2004, 2007)

## MEDIA

- Economic Impact Study of Summer Camps in WNC
  - [WYQS 88.1 FM/WYQS 90.5 FM - Western North Carolina Public Radio](#) (June 2011). Camp industry has \$365 million impact on WNC. Radio interview.
  - *The Transylvania Times* of Brevard, NC (January 2011). Study looks at camp impact. Written by Mark Todd.
  - *Times-News – BlueRidgeNow.com* of Western NC (January 2011). Study: Western North Carolina camps crucial to kids, economy. Written by Jessica Goodman.
  - [WHKP Radio](#) out of Hendersonville, NC (February 2010). NC State University to study importance of summer camps in WNC.
- *Perspectives – The Magazine of the College of Agriculture and Life Sciences* (Summer 2010) – Webinar Series Brings Agritourism Education.
- *The Pinetum – Student Journal of the College of Natural Resources* (2008-2009; 2009-2010) – Excerpts highlighting Tourism Extension in PRTM.
- *Tryon Daily Bulletin* (March 3, 2009). Quotation and excerpt from Tourism Extension Newsletter story highlighting Green Creek Winery (Tourism Talk, Issue 6, February 2009).
- Research highlighted on [www.dialogin.com](http://www.dialogin.com) (January 2009) of Santos, C. A., & **Rozier, S.** (2007). Intercultural communication competence and conflict negotiation strategies: Perceptions of park staff and diverse park users. *Journal of Park and Recreation Administration*, 25(1), 22-49.
- Interview by Caroline M. Barnhill, *News Services*. Article regarding tourism and expected fall foliage. Article was published on North Carolina State University's homepage ([www.ncsu.edu](http://www.ncsu.edu), October 2008); *dBusinessNews.com*. (October 2008); *Goldsboro News-Argus* (October 2008).
- Interview and quotation by Melissa Mitchell, University of Illinois *News Bureau* and *Inside Illinois*. Article regarding intercultural communication and conflict negotiation among park users and park staff.

*Last updated July 6, 2011*