

# Stacy R. Tomas, Ph.D.

## Curriculum Vita

Department of Parks, Recreation and Tourism Management  
College of Natural Resources  
North Carolina State University  
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<http://www.ncsu.edu/tourismextension/>

Updated March 21, 2010

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### *Formal Education*

Doctor of Philosophy, December 2007

Department of Recreation, Park and Tourism Sciences  
Texas A&M University, College Station, TX

Major: Recreation, Park and Tourism Sciences      Emphasis: Tourism and Statistics

Dissertation Title: *The Effects of Selected Visual Cues on Tourists' Perceptions of Quality and Satisfaction, and on Their Behavioral Intentions.*

Committee Chair: Dr. John L. Crompton

Master of Science, August 2000

Department of Recreation, Park and Tourism Sciences  
Texas A&M University, College Station, TX

Major: Recreation, Park and Tourism Sciences      Emphasis: Marketing

GPA (on a 4.0 scale): 3.80

Thesis Title: *An Investigation of the Efficacy of Service Quality and its Relationship to Visitor Satisfaction and Future Behavioral Intentions in a Zoological Setting.*

Committee Chair: Dr. David Scott

Bachelor of Science, August 1997

Texas A&M University, College Station, TX

Major: Wildlife and Fisheries Sciences      Emphasis: Wildlife Ecology

GPA (on a 4.0 scale): overall 3.566, within major 4.00

*Cum Laude Graduate*

## ***Professional Experience***

January 2008 – Present

Assistant Professor and Tourism Extension Specialist  
Department of Parks, Recreation and Tourism Management  
College of Natural Resources  
North Carolina State University

2003 – 2007

Tourism Extension Specialist and Instructor  
Department of Parks, Recreation and Tourism Management  
College of Natural Resources  
North Carolina State University

1997 – 2003

Department of Recreation, Park and Tourism Sciences  
Texas A&M University, College Station, TX

Summer 2002 – Fall 2002

Research Associate, Project Manager

Economic Impact of 39 state parks for Texas Parks and Wildlife Department  
Organized project with TPWD state director, regional directors & park superintendents  
Responsible for 29 undergraduate and 8 graduate student interviewers  
Managed over \$65,000 in research funds brought into the university  
Supervised data collection at 39 state parks  
Compiled and analyzed data, and prepared final reports for TPWD

Spring 2002 and Fall 2002

Graduate Assistant Lecturer

Course Taught: RPTS 202—*Foundations of Tourism*  
Instructed 127 students and 138 students (respectively)  
Teaching evaluation (on 5-point scale): 3.98 (Department average: 3.95)

Fall 2001

Teaching Assistant, RPTS 202—*Foundations of Tourism*

Prepared and taught lectures on specific topics including tourism marketing  
Graded student papers and assignments; assisted with class logistic; mentored students

Summer 2001

Research Assistant, Project Manager

Economic Impact Studies for two LCRA (Lower Colorado River Authority) parks  
Organized project with LCRA officials; assisted with survey construction; collected  
Data; analyzed results; and prepared reports

Spring and Fall 1999; Spring and Fall 2000; Spring 2001

Teaching Assistant, RPTS 403—*Financing and Marketing Park and Recreation Resources*  
Graded student assignments and tests

Prepared and taught lectures on concepts such as pricing, equity, and marketing  
Assisted with class logistics and mentored students

Summer 2000

Research Assistant, Texas Agricultural Extension Service  
Texas Nature Tourism Initiative

Assisted with research and development for web site and assisted with training seminars

Summer 1999

Research Assistant

At-Risk Youth Recreation Project

Transcribed interviews; conducted telephone interviews with nation-wide youth centers

Assisted in the development of questionnaire for at-risk youth recreation centers

Fall 1997; Spring and Fall 1998

Teaching Assistant, RPTS 301—*Leisure and Outdoor Recreation*

Graded student papers and assignments; assisted with class logistics; mentored students

Summer 1997

Research Assistant

Texas Coastal Birding Trails; assisted with data entry and coding of survey questions

### ***Peer-Reviewed Publications***

- **Tomas, S. R.** and Crompton, J. L. (2004) Repositioning Texas State Parks. *Journal of Park and Recreation Administration*, 22(1), 115 – 128.
- **Tomas, S. R.**, Crompton, J. L., and Scott, D. (2003) Assessing Service Quality and Benefits Sought Among Zoological Park Visitors. *Journal of Park and Recreation Administration*, 21(2), 105 – 124.
- **Tomas, S. R.**, Scott, D. and Crompton, J. L. (2002) An Investigation of the Relationships Between Service Quality, Satisfaction, and Intention to Visit Among Visitors to a Zoo. *Managing Leisure*, 7, 239-250.

### ***Under Review/In Progress***

- **Tomas, S. R.**, Petrick, J. F., and Crompton, J. L. (in review). The Roles of Hedonic and Utilitarian Influences on Perceptions of Quality, Satisfaction and Behavioral Intentions.
- Smith, W. W., **Tomas, S. R.**, Canberg, A., and Hurt, J. (in review). Setting Parameters: Operational Budget Size and Allocation of Resources.
- Smith, W. W., Canberg, A., and **Tomas, S. R.** (in review). Examining Corporate Sponsorship of Charitable Events in the Greater Charleston Area.
- Canberg, A., Rich, S. R., Smith, W. W., and **Tomas, S. R.** (in review). Current Festival and Event Trends: Perceptions of Event Professionals in North Carolina and South Carolina.
- Canberg, A. Smith, W. W., Rozier-Rich, S. and **Tomas, S. R.** (in progress). Measuring the Economic, Social and Environmental Impacts of Special Events.

- **Tomas, S. R.**, Crompton, J. L., and Petrick, J. F. (in progress). The Effects of Selected Visual Cues on Tourists' Perceptions of Quality and Satisfaction, and on Their Behavioral Intentions
- **Tomas, S. R.**, Crompton, J. L., and Petrick, J. F. (in progress). Extending the Servicescape Model to the Tourism Field
- **Tomas, S. R.** (in progress). Connecting Businesses and Communities to Birdwatchers: The Birder Friendly Business and Community Training Program
- **Tomas, S. R.** (in progress). NC Hospitality: A Customer Service Training Program with a Tourism Twist.
- Scott, D. and **Tomas, S. R.** (in progress). Establishing a Birding Related Business.

### *Contributions to Book Chapters and Guides*

- **Tomas, S. R.** (2011). "Focus on Tourism Research", in Tourism Research Chapter. In J. R. Walker and J. T Walker's *Tourism: Concepts and Practices*. New Jersey, Pearson Higher Education.
- **Tomas, S. R.** (2011). "Case Study: Conducting Tourism Research", in Tourism Research Chapter. In J. R. Walker and J. T. Walker's *Tourism: Concepts and Practices*. New Jersey, Pearson Higher Education.
- North Carolina Birding Trail Guide Books (represent member of steering committee). Distributed by UNC Press
  - Mountain Trail Guide (launched in 2009)
  - Piedmont Trail Guide (launched in 2008), 1,192 guides sold as of Feb. 2009
  - Coastal Plain Trail Guide (launched in 2007), 2,383 guides sold as of Feb. 2009

### *Technical Reports*

- Rozier-Rich, S., **Tomas, S. R.**, Banks, C., & Standish, K. (In progress). 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., & Rozier-Rich, S. (2010). Results of the 2010 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.**, and Rozier, S. (2009). "Results of NC and SC Festivals and Events Survey" for the North Carolina Association of Festivals and Events (NCAF&E) and the South Carolina Festivals and Events Association (SCFEA).
- **Tomas, S. R.**, and Rozier, S. (2008, November). Tourism Extension: Helping Communities Develop Healthy, Prosperous and Enduring Tourism Enterprises. White Paper.
- **Tomas, S. R.** (2008, June). "Economic Impact on Carteret County of the 2007 Big Rock Blue Marlin Fishing Tournament" for the Big Rock Blue Marlin Tournament Board of Directors.
- **Tomas, S. R.** (2007, March). "Estimated Economic Impact on Carteret County of the Big Rock Blue Marlin Fishing Tournament" for the Big Rock Blue Marlin Tournament Board of Directors.
- **Tomas, S. R.**, and Kline, C. (2006). "2006 NC Tourism Extension Needs Assessment" for NC Cooperative Extension.

- **Tomas, S. R.**, Thigpen, J., Moorman, C., Gallitano, L. and Johns, M. (2005). “The North Carolina Birding Trail Initiative: Economic Development, Environmental Education and Conservation.” White Paper.
- **Tomas, S. R.**, & Crompton, J. L. (2003, January). “The Economic Contributions of Texas State Parks” for Texas Parks and Wildlife Department, and the Texas Coalition for Conservation.
- **Tomas, S. R.**, & Crompton, J. L. (2003, February). “Estimated Economic Impact on Matagorda County of the Matagorda Bay Nature Park and Preserve Project” for the LCRA (Lower Colorado River Authority).
- **Tomas, S. R.**, & Crompton, J. L. (September, 2001). “Economic Impact Analysis of Lake Bastrop Parks on the City of Bastrop and Bastrop County” for the LCRA (Lower Colorado River Authority).
- **Tomas, S. R.**, & Crompton, J. L. (September, 2001). "Economic Impact Analysis of McKinney Roughts Park on the City of Bastrop and Bastrop County" for the LCRA (Lower Colorado River Authority).

### *Websites and Curricula Developed*

- **Tomas, S. R.**, Rozier, S., and Lambert, B. (2009, March). Tourism Extension Website. <http://www.ncsu.edu/tourismextension/>
- **Tomas, S. R.**, Cave, B., Edsel, D., Garwood, T., Peeler, S., Rose, B., Ryerson, B., Sandfoss, M., Smith, D., Sparks, C., Stancil, G., and Sutton, B., (2007) “North Carolina Hospitality: Making Our State A Better Place To Be.” Train the-Trainer Curriculum developed for North Carolina Cooperative Extension.
- **Tomas, S. R.**, Cave, B., Edsel, D., Garwood, T., Peeler, S., Rose, B., Ryerson, B., Sandfoss, M., Smith, D., Sparks, C., Stancil, G., and Sutton, B., (2007) “North Carolina Hospitality: Making Our State A Better Place To Be.” Participant Manual developed for North Carolina Cooperative Extension to use in communities in NC.
- **Tomas, S. R.**, and Gallitano, L. (2006) “Birder Friendly Business and Birder Friendly Community Training Program.” Curriculum co-developed (NC Cooperative Extension and Audubon, NC) to support the North Carolina Birding Trail.

### *Refereed Conference Presentations, Proceedings and Abstracts*

- Rozier-Rich, S., Standish, K., **Tomas, S. R.**, Barbieri, C., & Ainley, S. (2010 - Submitted). The current state of agritourism research in the United States. Travel and Tourism Research Association (TTRA) Conference, San Antonio, TX.
- Rozier-Rich, S., **Tomas, S. R.**, Banks, C., & Standish, K. (2010, April – Accepted). 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., & Rozier-Rich, S. (2010, April - Accepted). Building successful collaboration for tourism development and promotion: The Robeson County, NC example. National Association of Community Development Extension Professionals (NACDEP) Conference, Bloomington, MN.

- **Tomas, S. R.** (June, 2009). Connecting to the Niche Market of Bird Watchers: The Birder Friendly Business and Birder Friendly Community Training Program. *National Extension Tourism (NET) Conference*, Park City, UT.
- **Tomas, S. R.** (June, 2009). The Effects of the Visual Environment on Tourists' Perceptions of a Destination. *National Extension Tourism (NET) Conference*, Park City, UT.
- **Tomas, S. R.**, and Rozier, S. (June, 2009). Customer Service Training with a Twist: North Carolina Hospitality. *National Extension Tourism (NET) Conference*, Park City, UT.
- Rozier, S., and **Tomas, S. R.** (June, 2009). Marketing the Experience: Give Your Visitors What They Really Want. *National Extension Tourism (NET) Conference*, Park City, UT.
- **Tomas, S. R.**, and Rozier, S. (April, 2009). Using Service Quality to Create a Competitive Advantage for Tourism Businesses. *National Association of Community Development Extension Professionals (NACDEP) Conference*, San Diego, CA.
- **Tomas, S. R.**, and Rozier, S. (April, 2009). Marketing to the Environmentally-Minded Traveler. *National Association of Community Development Professionals (NACDEP) Conference*, San Diego, CA.
- **Tomas, S. R.**, Cave, B., Edsel, D., Garwood, T., Peeler, S., Rose, B., Ryerson, B., Sandfoss, M., Smith, D., Sparks, C., Stancil, G., and Sutton, B. (2007, March). North Carolina Hospitality: Making NC A Better Place To Be. *North Carolina State Extension Conference*, Raleigh, NC.
- **Tomas, S. R.** (September, 2006). Using Economic Impacts as a Repositioning Tool for Parks. *National Extension Tourism Conference*, Burlington, VT.
- **Tomas, S. R.** (November, 2004). Using Economic Impacts to Reposition Parks. *North Carolina Recreation and Park Association Annual Conference*, Hickory, NC.
- **Tomas, S. R.**, Crompton, J. L. and Scott, D. (October, 2001). An Investigation of the Relationships Between Quality of Service Performance, Benefits Sought, Satisfaction, and Future Intention to Visit Among Visitors to a Zoo. *Leisure Research Symposium (National Recreation and Park Association)*, Denver, CO.
- **Tomas, S. R.**, Crompton, J. L. and Scott, D. (October, 2001). Identifying Key Service Quality and Satisfaction Elements in the Zoo Visit Experience. *Leisure Research Symposium (National Recreation and Park Association) Annual Conference*, Denver, CO.

### ***Refereed Poster Presentations***

- Banks, C., **Tomas, S. R.**, & Leung, Y. Disentangling the Influence of Community and Place Attachment on Resident Attitudes Toward Tourism Development. NC State Graduate Research Symposium. March 10, 2010.
- **Tomas, S. R.**, Petrick, J. F., and Crompton, J. L. (October 2008). Exploring the Interrelationship Between Attitudes, Quality, Satisfaction and Behavioral Intentions. National Recreation and Park Association Annual Conference, Baltimore, MD.
- **Tomas, S. R.** (September 2008). North Carolina Hospitality: A customer service training program embracing Extension's multi-disciplinary professionals to create state-wide impacts. Galaxy Conference (Joint Council of Extension Professionals); Indianapolis, Indiana (poster accepted, but declined presentation).

### ***Invited Presentations (National, International, Multi-State, State-Wide and Regional)***

- **Tomas, S. R.** (2010). Getting Communities Ready for Visitors—Where to Get Started. 2010 NC Governor’s Conference on Tourism. March 21-23, 2010. New Bern, NC.
- **Tomas, S. R., & Rozier-Rich, S.** (2010). Top 10 Tips for Growing Your Choose-And-Cut and Retail Business. NC Christmas Tree Association Winter Meeting. March 6, 2010. Boone, NC.
- **Rozier-Rich, S., & Tomas, S. R.** (2010). Agritourism: Types and marketing strategies. Appalachian Sustainable Agriculture Project’s (ASAP) Marketing Opportunities for Farmers Conference 2010. February 26-27 – Swannanoa, NC.
- **Tomas, S. R.** (2010). Rural Tourism in NC: Home-Grown Economic Development. Recreation Management Symposium, Appalachian State University. February 25, 2010. Boone, NC. (Event canceled due to inclement weather.)
- **Tomas, S. R., & Rozier-Rich, S.** (2010). Successful agricultural business marketing strategies. 4<sup>th</sup> Annual North Carolina Agritourism Networking Association Conference (ANA). February 18-19, 2010 – Greenville, NC.
- **Rozier-Rich, S., & Tomas, S. R.** (2010). Building the retail experience. Regional Christmas Tree Marketing Conference. February 11, 2010 – Boone, NC.
- **Rozier-Rich, S., & Tomas, S. R.** (2010). Marketing through electronic media and networks. Building the retail experience. Regional Christmas Tree Marketing Conference. February 11, 2010 – Boone, NC.
- **Tomas, S. R.** (2010). The Economic Impact of Birding and Why We Should Market To Birders. Marketing the NC High Country as a Destination for Birding Enthusiasts Conference. February 4, 2010. Boone, NC.
- **Smith, W. W., Tomas, S. R., Canberg, A. S., & Rozier-Rich, S.** (2010). 2010 NC and SC festivals and events planner survey. NC Association of Festivals & Events and SC Festival & Event Association Joint Conference. Greenville, NC – January 31, 2009.
- **Rozier-Rich, S., & Tomas, S. R.** (2010). Types of agritourism enterprises. Business Side of Agritourism Workshop. January 27-28, 2010 – Waynesville, NC.
- **Rozier-Rich, S., & Tomas, S. R.** (2010). Collaborations and collective marketing. Business Side of Agritourism Workshop. January 27-28, 2010 – Waynesville, NC.
- **Rozier-Rich, S., & Tomas, S. R.** (2010). Innovations in agritourism marketing and promotion. 2010 Atlantic Coast Agricultural Convention and Trade Show. January 12-14, 2010 – Atlantic City, NJ.
- **Rozier-Rich, S., & Tomas, S. R.** (2009). Forests, recreation, and tourism: Opportunities to grow a great relationship. NC Piedmont 2009 Woodland Steward Series. May 30, 2009 – Troy, NC.
- **Tomas, S. R., and Vollmer, R.** (2009, April). Agritourism Market Evaluation. Business Side of Agritourism workshop (NC, SC, GA, and TN). Asheville, NC.
- **Tomas, S. R., and Rozier, S.** (2009, March). Stretching Your Choose & Cut Marketing Investment. Invited presentation, state-wide. North Carolina Christmas Tree Association Winter Meeting, Boone, NC.
- **Smith, W. W., and Tomas, S. R.** (2009, February). Results of NC and SC Festivals and Events Survey. Invited keynote presentation, multi-state. Carolina Showfest, joint conference for the North Carolina Association of Festivals and Events (NCAF&E) and the South Carolina Festivals and Events Association (SCFEA), Greenville, SC.

- **Tomas, S. R.** (2009, January). The Experience Economy and NCBBI: Engineering The Experience. Invited keynote presentation, state-wide. North Carolina Bed & Breakfasts and Inns Association Annual Meeting, Durham, NC.
- **Tomas, S. R.,** and Rozier, S. (2009, January). Community Development and Tourism: Opportunities in NC. NC Cooperative Extension Community Resource Development state-wide meeting. Durham, NC.
- **Tomas, S. R.** (2008, July). Agritourism in NC—Opportunities for Success. Conference Tour Speaker, National Agriculture Agents Association Annual Conference, Randolph, County, NC.
- **Tomas, S. R.** (2008, June). Unique Marketing Trends and Activities: Excelling in an “Experience Economy”. Invited keynote presentation, state-wide. North Carolina Bed & Breakfasts and Inns Association Annual Meeting, Durham, NC.
- **Tomas, S. R.** (2008, May). Sustainable Tourism in North Carolina and the University’s Role. Invited presentation, state-wide. Connecting in North Carolina Tour for new NCSU faculty, Pine Knoll Shores, NC.
- **Tomas, S. R.** (2008, April). Ecotourism Marketing. Invited presentation, regional. 4th Annual Tourism Summit, Pine Knoll Shores, NC.
- **Tomas, S. R.** (2008, April). Tourism Product Development Cycle and Research: Considerations for the Vacationscape. Invited presentation, multi-state. South East Travel and Tourism Research Association annual meeting, Asheville, NC.
- **Tomas, S. R.** (2008, March). Agritourism in Western North Carolina. Invited presentation, regional. NC Small Farm Week Kick-Off, Taylorsville, NC.
- **Tomas, S. R.** (2007, December). Destination Branding for NW NC and SW VA. Invited presentation, multi-state. Northwest North Carolina and Southwest Virginia Regional Tourism Initiative group, Elkin, NC.
- **Tomas, S. R.** (2007, April). Agritourism in North Carolina: Economic Development, Open Space Preservation, and Cultural and Historical Preservation. Invited presentation, state-wide. North Carolina Association of County Commissioners Annual Meeting.
- **Tomas, S. R.** (2006, September). Marketing Strategies for NC Choose and Cut Christmas Tree Growers. Invited presentation, state-wide. NC Christmas Tree Growers Annual Meeting, Crossnore, NC.
- **Tomas, S. R.** (2006, May). Sustainable Tourism in North Carolina. Invited presentation, state-wide. Connecting in North Carolina Tour for new NCSU faculty, Asheville, NC.
- **Tomas, S. R.** (2006, February). Strategic Marketing for Agritourism Providers and Communities. Southeast US Agritourism Networking Meeting, Raleigh, NC.
- **Tomas, S. R.** (2005, May). Tourism in North Carolina: Capitalizing on Rural Tourism Initiatives. Invited presentation, state-wide. Connecting in North Carolina Tour for new NCSU faculty, Boone, NC.
- **Tomas, S. R.** (2005, January). Researching Paddle Trails. Teleconference presentation for the state-wide paddle trails video conference series entitled How to Build a Paddle Trail in Your Community. Raleigh, NC.
- **Tomas, S. R.** (2004, November). Exploring Rural Tourism. Invited presentation, multi-state. Carolina Farm Stewardship Association.
- **Tomas, S. R.** (2004, October). Rural Tourism. Invited presentation, state-wide. Making Tourism Work For You Conference, hosted by ECU, Greenville, NC.
- **Tomas, S. R.** (2004, June). The Economic Contributions of Tourism Activities to Local Communities. Seminar for NC/Moldova USAID funded community connections exchange program. Seminar given to Moldovan Delegation in Chisinau, Moldova.

- **Tomas, S. R.** (2004, May). Tourism Opportunities for Forest Owners. Teleconference for Forestry Education Outreach Program (FEOP), NCSU, Forestry Extension. Broadcast to 3 states and 51 counties. Raleigh, NC.
- **Tomas, S. R.** (2004, May). Sustainable Tourism, Quality, Value and Customer Service. Seminar for NC/Moldova USAID funded community connections exchange program. Seminar given to Moldovan Delegation in Raleigh, NC.
- **Tomas, S. R.** (2004, March). Economic Importance of Festivals and Tourism. Teleconference presentation for NCSU PRTM Recreation Resources Service teleconference series. Raleigh, NC.
- **Tomas, S. R.** (2003, September). Sustainable Tourism Extension Development. College of Natural Resources “Achieve More” Field Day, Raleigh, NC.
- **Tomas, S. R.** (2003, September). Sustainable Tourism Extension Program: Plans for Development. NCCE County Operations Team Meeting, Raleigh, NC.

### *Extension Presentations*

Year	Multi-County/Regional			County/Local	
	Presentations	Total Counties Represented	Total Attendees	Presentations	Total Attendees
2009-2010	10	110	350	5	100
2008-2009*	9	115	615	2	55
2007-2008	13	81	600	13	390
2006-2007	4	45	600	7	175
2005-2006	9	104	450	5	150
2004-2005	10	106	400	8	255
2003-2004	13	106	450	11	440
<b>TOTAL:</b>	<b>58</b>	<b>557</b>	<b>3,115</b>	<b>46</b>	<b>1,435</b>

*\*Significantly lower numbers in 2008-2009 due to NC budget crisis and related travel restrictions.*

### *Notable Extension Presentations*

- NC Hospitality Training workshops (2006-2009). In addition to developing the curriculum and serving as the program coordinator, I have also conducted community workshops alongside regional teams of extension trainers. To date, I have conducted over 20 workshops as a trainer. Overall, over 450 business owners, front-line employees and tourism professionals have been trained in the NC Hospitality curriculum across the state.
- Birder Friendly Business and Birder Friendly Community Training Program (2006 – 2008). Co-developed and co-delivered this curriculum with L. Gallitano (Audubon, NC). This program was funded by the first Golden LEAF grant I received as a means to connect tourism-related businesses, tourism professionals, and related entrepreneurs to the NC Birding Trail in an effort to maximize economic development opportunities associated with the Birding Trail. At the completion of the workshops in 2008, over 300 businesses and communities had completed the training offered via 21 workshops.

## ***Extension Agent Training Workshops***

- NC Hospitality Program: “Making North Carolina a Better Place to Be” Agent Trainings: To date, 6 agent trainings have been held, and over 100 agents have been trained as trainers for the program.
  - March 18, 2009, Henderson County
  - June 19, 2008, Robeson County
  - April 7, 2008, Randolph County
  - October 4-5, 2007, Harnett County
  - October 1-2, 2007, Iredell County
  - April 30-May 1, 2007, Eastern 4-H Center
- Prioritizing ANR/CRD Programs: Economic Development and Tourism. Agriculture and Natural Resources (ANR) and Community and Resource Development (CRD) Programming Retreat. Provided two workshops to a total of 27 Extension Field Faculty. March 16, 2005. Browns Summit, NC.

## ***Grants: \$734,500\****

*\*This amount and number includes only funded grants I was a Principal Investigator, Co-Principal Investigator, or Investigator. It does not include funded grants in which I was a collaborator.*

Title: Increasing On-Farm Sustainability Through Agritourism Research: An Examination of Agritourism Visitors, Farms and Marketing Strategies  
Source: SSARE (Southern Sustainable Agriculture Research and Education)  
Amount: **\$15,000, funded**  
Authors: **Tomas, S. R.**, and Rozier-Rich, S.  
Role: **Co-Principal Investigator** with S. Rozier-Rich  
Duration: 2010-2011

Title: Development of PRT 5## Applications of Tourism Management Practices Distance Education Course  
Source: NCSU DELTA IDEA grant  
Amount: **\$8,000, funded**  
Authors: Rozier, S., **Tomas, S. R.**, and Morris, C.  
Role: **Co-Principal Investigator** with S. Rozier  
Duration: 2009-2010

Title: Agritourism Training for Agriculture Professionals  
Source: Sustainable Agriculture Research and Education (SARE) grant  
Amount: \$82,986, funded  
Authors: Wolfe, K. (UGA) and Bullen, G. (NCSU, CALS)  
Role: Collaborator  
Duration: 2008-2009

Title: Agritourism Business Training  
Source: Southern Regional Risk Management Center  
Amount: \$38,750, funded

Authors: Wolfe, K. (UGA) and Bullen, G. (NCSU, CALS)  
Role: Collaborator  
Duration: 2008-2009

Title: The North Carolina Birding Trail Initiative: Economic Development, Environmental Education and Conservation—Continuation

Source: Golden LEAF Foundation

Amount: **\$100,000 matching grant, funded**

Authors: Ashcraft, D. (NC Forestry Foundation) and **Tomas, S. R.**

Role: **Principal Investigator**, grant submitted through NCSU Forestry Foundation

Duration: 2006-2007

Title: Enhancing the Management and Utilization of North Carolina's Natural Resources to Promote Economic and Community Development: Creating Jobs for North Carolinians Through Better Natural Resources Utilization

Source: USDA US Forest Service Special Grant

Amount: **\$493,000, funded**

Authors: Robison, D. (PI), Hazel, D., Hamilton, R., Bardon, R., Moorman, C., **Tomas, S. R.**, Kline, C., Denig, J., Mitchell, P., and Wellman, J. D.

Role: **Investigator, and responsible for 1/3 of total amount, \$162,383**

Duration: 2005-2009

Title: The North Carolina Birding Trail Initiative: Economic Development, Environmental Education and Conservation

Source: Golden LEAF Foundation

Amount: **\$94,000, funded**

Authors: Ashcraft, D. (NC Forestry Foundation) and **Tomas, S. R.**

Role: **Principal Investigator**, grant submitted through NCSU Forestry Foundation

Duration: 2005-2006

Title: Continued Development of Tourism Extension Program

Source: NCSU, NC Cooperative Extension, Community and Resource Development funds

Amount: **\$5,000, funded**

Authors: **Tomas, S. R.** and Kline, C.

Role: **Co-Principal Investigator**

Duration: 2006

Title: Development of NC Hospitality Training Program

Source: NCSU, NC Cooperative Extension, Community and Resource Development funds

Amount: **\$6,000, funded**

Authors: **Tomas, S. R.**

Role: **Principal Investigator**

Duration: 2006

Title: Continued Development of Tourism Extension Program

Source: NCSU, NC Cooperative Extension, Community and Resource Development funds

Amount: **\$5,000, funded**

Authors: **Tomas, S. R.**

Role: **Principal Investigator**

Duration: 2005

Title: Entrepreneurship and Tourism: Program for Tourism Development in Surry County Program

Source: NCSU, NC Cooperative Extension, Community and Resource Development funds

Amount: **\$2,500, funded**

Authors: **Tomas, S. R.** and Rose, B.

Role: **Co-Principal Investigator**

Duration: 2005

Title: Continued Development of Tourism Extension Program

Source: NCSU, NC Cooperative Extension, Renewable Resources Extension Act funds

Amount: **\$5,000, funded**

Authors: **Tomas, S. R.**

Role: **Principal Investigator**

Duration: 2005

Title: Development of Tourism Extension Program

Source: NCSU, NC Cooperative Extension, Renewable Resources Extension Act funds

Amount: **\$6,000, funded**

Authors: **Tomas, S. R.**

Role: **Principal Investigator**

Duration: 2004

**Contracts: \$65,925**

Title: North Carolina Competitive Sport Tourism Economic Impact Assessment

Source: NC Division of Tourism, Film and Sport Development

Amount: \$78,157, not funded\*

Authors: Brothers, G., Harrolle, M., Rozier, S. and **Tomas, S. R.**

Role: **Investigator**

Duration: 2009-2010

*\*Special Note: NC Division's budget was cut due to the NC Budget Crisis. No research projects were funded for 2009-2010.*

Title: North Carolina Zoo Economic Impact and Visitor Study for 2009

Source: NC Zoo, NC Department of Environment and Natural Resources (DENR)

Amount: **\$59,925, funded\***

Authors: **Tomas, S. R.** and Gustke, L.

Role: **Principal Investigator**

Duration: 2009

*\*Special Note: Contract was approved and funds were sent to NCSU. However funds were rescinded shortly thereafter due to NC Budget Crisis.*

Title: Two Analyses to Examine the Economic Impact of the Big Rock Blue Marlin Fishing Tournament on Morehead City and Carteret County

Source: Big Rock Blue Marlin Fishing Tournament and Board of Directors

Amount: **\$6,000, funded**

Authors: **Tomas, S. R.**  
Role: **Principal Investigator**  
Duration: 2007-2008

### ***Courses Taught***

- PRT 5XX—Applications of Tourism Management Practices, Distance Education Graduate Course, scheduled for Fall 2010 (will co-teach with S. Rich)
- PRT 220—Commercial Recreation and Tourism Management, Spring 2010, 45 students
- PRT 801—Doctoral Seminar in Recreation Research, Fall, 2007 (co-facilitated with D. Wellman)
- RPTS 202—Foundations of Tourism, Fall 2002, 138 students (Texas A&M University)
- RPTS 202—Foundations of Tourism, Spring 2002, 127 students (Texas A&M University)

### ***Invited Class Lectures***

- PRT 810G—College of Natural Resources Graduate Research Certificate
- PRT 801—Seminar In Recreation Research
- PRT 601—Seminar in Recreation Research
- PRT 496—Special Topics, Tourism Development: Keeping it Real (2 lectures)
- PRT 451—Principles of Recreation Planning and Facility Development (2 lectures)
- PRT 220—Commercial Recreation and Tourism Management (7 lectures)
- PRT 152—Introduction to Parks, Recreation and Tourism (5 guest lectures)
  
- PRT 150—Parks, Recreation and Tourism Management Orientation (2 guest lectures)
- Agriculture Institute, College of Agriculture and Life Sciences, Senior Seminar

### ***Graduate Student Committees***

- Banks, Carrie. (Defended Dec. 2009, expected graduation, May 2010). Disentangling the Influence of Community and Place Attachment on Resident Attitudes toward Tourism Development. MS Degree, NC State University, Department of Parks, Recreation and Tourism Management. (Co-chair with Y. Leung)

### ***Programmatic and Academic Contributions***

- The International Ecotourism Society (TIES) University Consortium Certificate (UCC) in Sustainable Tourism. Serve as academic advisor for the TIES UCC program at NC State University. I currently advise seven students (current and former, undergraduate and graduate) on completion of their academic and experiential requirements for the certificate.
- Study Abroad: Sustainable Tourism in the Caribbean. Developing for Summer 2011.
- PRT 491 and PRT 595, Sustainable Tourism in the Caribbean, Study Abroad. Co-developed course and offered in Summer 2008. Course cancelled due to low enrollment numbers.

## ***Professional Service and Involvement***

### **University Service**

- PRTM Extension/Outreach/Service Committee, 2009-2010, member
- PRTM Graduate Application Review Executive Committee, 2009-2010, member
- NC Association of Cooperative Extension Specialists, 2009-2010, board member
- PRTM Distance Masters Program Website Committee, 2009, member
- CNR Search Committee for CNR Associate Dean for Research and Extension, 2008, member
- CNR Extension Retreat Leadership Team, 2008, member
- PRTM Tourism Strategic Planning Committee, 2005 – 2008, member
- PRTM Search Committee for Assistant Professor and Tourism Extension Specialist, 2007, member
- NC CES Long-Range Plan writing team for Economic Development, 2007, member
- PRTM Communication Committee, 2007, chair
- PRTM Doctoral Program Committee, 2005 – 2007, member
- CNR/PRTM Supervisor, Rural Tourism Outreach Associate—Bill Ryerson (USFS Grant) (2005 – 2007)
- CNR/PRTM Rural Tourism Outreach Associate Search Committee, 2005, chair
- CNR EEED Planning Committee, 2005, 2006, 2007, member
- NC CES Long-Range Plan Planning Committee, 2005 - 2006, member
- NC CES Long-Range Plan writing team, 2005 – 2006, member
- NCSU, Connecting In North Carolina (CINC) Planning Committee, 2006, 2007, member

### **Professional Service**

- National Association of Community Development Extension Professionals (NACDEP), 2009-2011, 2011 national conference planning committee, member
- National Extension Tourism Conference, 2009, session moderator (two sessions)
- Reviewer
  - South Eastern Recreation Research Conference, 2010, 1 abstract
  - Annals of Leisure Research, 2009
  - Leisure Studies, 2009
  - South Eastern Recreation Research Conference, 2009, 4 abstracts
  - Event Management, 2007
  - Tourism Review International 2005
- NC Hospitality Training Program Steering Committee, 2006 – present, chair
- North Carolina Birding Trail, 2003-present, steering committee member
- Birder Friendly Business and Birder Friendly Business Training Program, 2006 – 2008, coordinator and instructor
- North Carolina Paddle Trails Association, 2003-2006, advisory board member
- National Extension Tourism Conference, promotions committee, 2004, member

### **Membership in Professional Organizations**

- ISTTE (International Society of Travel and Tourism Educators) member, 2009-present
- TTRA (Travel and Tourism Research Association) member, 2004-present

- Southeast Chapter of TTRA (SETTRA) member, 2004-present
- National Association of Community Development Extension Professionals (NACDEP), member, 2007-present
- North Carolina Agritourism Networking Association, founding member, 2006 – present
- NRPA (National Recreation and Park Association) member, 2005-2006

### ***Honors and Awards***

- Outstanding Extension Service Award (2007), NC State University
- Gene Phillips Memorial Scholarship Recipient (2000)—rewarded to the graduate student in tourism in the Department of Recreation, Park and Tourism Sciences who exhibits most promise to contribute to the advancement of the tourism industry
- *Cum Laude* Graduate, TAMU (1997)
- Dean’s List, TAMU, six times
- National Dean’s List, five times
- Alpha Lambda Delta—Freshman Honor Society

### ***Media and Popular Press***

- January 2010. Marketing the High Country as a Destination for Birding. NC High Country Hosts.
- December 29, 2009. North Carolina State Parks Declare 2010 “Year of the Birds”. By Charlie Peak. NC State Parks.
- October 8, 2009. Wilkes County Bird Walks. By Jodi Frichner. Wilkes County Tourism.
- October 1, 2009. NC State Expert Gives Fall Foliage Forecast. By Caroline Barnhill, NC State News Services.
- Summer, 2009. Birding Trail Aims To Boost Ecotourism in North Carolina’s Rural Communities. By Dee Shore. Perspectives Magazine, College of Agriculture and Life Sciences, NCSU
- July 3, 2009. State’s Birding Trail Complete. The News Herald. Morganton, NC.
- July 2, 2009. State’s Birding Trail Now Complete. By Tony Robinson. Hickory Daily Record, Hickory, NC.
- July 2, 2009. Commission Celebrates Completion of Birding Trail. The Brunswick Beacon, Shallotte, NC.
- July 1, 2009. McDowell Locations Listed on Newly Completed Birding Trail. The McDowell News, Marion, NC.
- June 29, 2009. Commission Celebrates Completion of Birding Trail. The Transylvania Times, Brevard, NC.
- June 23, 2009. The Naturalist’s Corner: Birds of a Feather. By Don Hendershot. Smoky Mountain News, Waynesville, NC.
- June 21, 2009. Summer, and the Reading is Easy. By Rob Neufeld. The Citizen-Times. Asheville, NC.
- June 14, 2009. New and Notable. Sunday Star-News, Wilmington, NC.

- Summer, 2009. Birding Trail Aims To Boost Ecotourism in North Carolina's Rural Communities. By Dee Shore. Perspectives Magazine, College of Agriculture and Life Sciences, NCSU
- February 11, 2009. Smoky Mountain News: The Naturalist's Corner - Birder Bucks, by Dan Hendershot.
- October 13, 2008. Despite Drought, NC State Expert Anticipates Colorful Fall Foliage, by Caroline M. Barnhill, NC State News Services.
- Summer 2008. Growing Business... For the Birds. The Magazine of the College of Natural Resources at NC State University.
- May 1, 2008. NC State Tourism is 'For the Birds', by Lauren Gregg, NC State News Services.
- May 16, 2008. Piedmont birders can hit new trail, by W. Rawlins, The News & Observer.
- May 5, 2008. Birding trail recommends best spots for viewing, by P. Dickinson, Winston-Salem Journal.
- April 30, 2008. NC State Tourism Initiative is 'For the Birds', NCSU Website.
- April 14, 2008. Tourism Summit validates the surge in Eco-Tourism, by Mike Wagoner, Carteret County Chamber of Commerce e-newsletter.
- April 11, 2008. Tourism Summit validates the surge in Eco-Tourism, in Carteret County City News Times.
- April 8, 2008. Carteret County Ecotourism Summit coverage and personal interview, on Channel 12, Morehead City.
- April 8, 2008. Carteret County Ecotourism Summit coverage and personal interview, on Channel 49, Morehead City.
- April 1, 2008. 20 Honored for Outstanding Extension Efforts, NCSU Website.
- February 19, 2008. Weather need not be a deterrent for birding, by R. Morris, Winston-Salem Journal.
- January 8, 2008. Duck fans know that Salem Lake is place to go, by P. Dickinson, Winston-Salem Journal.
- June 24, 2007. New birding trail links eastern Carolina sites, by Greg Eans, Greenville Daily Reflector.
- June 22, 2007. Beauty, bucks sought in bird trail, by Jerry Allegood, Raleigh News & Observer.
- June, 20, 2007. Banking on birds to keep visitors flocking, by Gareth McGrath, Wilmington Star News.
- June 24, 2007. New birding trail links eastern Carolina sites, by Greg Eans, Greenville Daily Reflector.
- June 22, 2007. Beauty, bucks sought in bird trail, by Jerry Allegood, Raleigh News & Observer.
- June 20, 2007. Banking on birds to keep visitors flocking, by Gareth McGrath, Wilmington Star News.
- April 12, 2007. Hot Spot: Tanglewood is added to birding trail, by Lisa O'Donnell, Winston Salem Journal.
- April 12, 2007. Whatever your interest, N.C. has a trail for you, by Debra Korb, Charlotte Observer.
- January 11, 2007. Fowl Prowl: State trail lures bird watchers out of their nests, by Ben Steelman, Wilmington Star News.
- August 27, 2006. Brunswick County really is for the birds, in Wilmington Star News.

- July 25, 2006. Birding Trail Group Completes Coastal Plain Site Selection, NC Wildlife Resources Commission press release.
- 2007. Tourism's New Trend, NCSU Homepage.
- April, 2006. N.C. Birding Trail Takes Wing, by Jim Wilson, Wildlife in North Carolina magazine, NCWRC.
- April, 2006. The North Carolina Birding Trail Takes Flight, by Sidney Cruze, Carolina Country magazine.
- January 17, 2006. Weyerhaeuser Company Foundation Awards Grant to North Carolina Birding Trail, NC Wildlife Resources Commission press release.
- December 12, 2005. Camden site added to birding system, by Jeffrey S. Hampton, The Virginian-Pilot.
- December 12, 2005. Get your birding on a trail near you, by, Becky Johnson, Smoky Mountain News.
- December 12, 2005. Birding Trail Group Feathers Nest With Grants, NC Wildlife Resources Commission.
- February 23, 2004. Farmers get profit tips at 6th summit, by Geoffrey Graybeal, The Herald-Sun, Orange County.
- February 24, 2004. Farming vacations becoming popular, by Jim Wicker, Burlington Times-News.
- November 17, 2003. Agritourism may be the wave of the future, by Florence Gilkeson, The Pilot Newspaper.