

Duarte B. Morais

North Carolina State University
Department of Parks, Recreation and Tourism Management
4008E Biltmore Hall
Raleigh, NC 27695
dbmorais@ncsu.edu

EDUCATION

- 2000 **Ph.D. - Tourism Management**
Clemson University, Clemson, South Carolina, USA
Conceptualization of Customer Loyalty Under a Resource Exchange Perspective
Chair: Dr. Sheila Backman
- 1997 **M.Ed. - Sport Management**
Bowling Green State University, Bowling Green, Ohio, USA
The Influence of Outdoor-Based Training and Development on Decision-Making
Chair: Dr. Janet Parks
- 1995 **Licenciatura - Physical Education, Recreation, and Sports Management**
Universidade Tecnica de Lisboa, Lisbon, Portugal
Major: Outdoor Recreation and Sports Management
Chair: Professor Doutor Gustavo Pires

ACADEMIC APPOINTMENTS

- 2010 - ... Associate Professor, Equitable and Sustainable Tourism
Department of Parks, Recreation and Tourism Management
North Carolina State University
- 2012 - ... Tourism Extension Specialist
North Carolina Cooperative Extension
- 2015 - ... Visiting Associate Professor, Geography, Environmental Management, and
Energy Studies, University of Johannesburg
- 2000 - 2010 Assistant/Associate Professor, Recreation, Park and Tourism Management
Affiliate Associate Professor, Hospitality Management
Co-director of Tourism Research Lab
The Pennsylvania State University

AWARDS

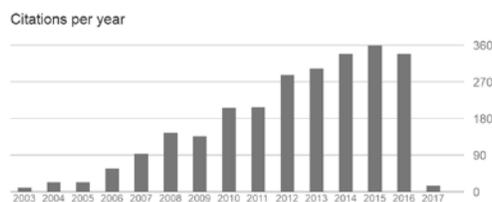
- International Council on Hotel, Restaurant, & Institutional Education, *Best Paper Award* (2015)
- North Carolina State University, *Outstanding Extension Service Award* (2014)
- Travel and Tourism Research Association, *Best Illustrated Paper Award* (2011)
- The Pennsylvania State Univ., *W. LaMarr Kopp International Achievement Award* (2009-10)
- Travel and Tourism Research Association, *Best Illustrated Paper Award* (2008)
- International Council on Hotel, Restaurant & Institutional Education, *Best Paper Award* (2006)
- Journal of Travel Research TTRA, *Charles R. Goeldner Article of Excellence Award* (2005)
- Association of American Geographers, *Best Tourism Paper Award* (2004)
- Travel and Tourism Research Association, *Best Paper Award* (2000)
- Portuguese Foundation for Science and Technology, *Doctoral Scholarship* (1997-2000)
- Portuguese-American Development Foundation (FLAD), *Masters Scholarship* (1995-1997)

RESEARCH INTERESTS

- People-First Tourism: Tourism micro-entrepreneurship; IT 4 change; poverty; global health; community-based conservation; socio-entrepreneurship.
- Equitable Human Development Through Tourism: Social capital; self-determination and human agency; subjective well-being; identity.
- Global Citizenship: travel mindfulness; voluntourism; global civic engagement; social responsibility.
- Marketing for peripheral communities and micro-entrepreneurs: loyal customer relationships; brand communities; eco-marketing; social media analytics.

SCHOLARLY PROFILE

	Total	During last 5 years
Citations	2578	1640
h-index [h number of papers cited at least h times]	20	14
I10-index [number of papers cited at least 10 times]	33	25



REFEREED PUBLICATIONS

50. Okayasu, I., Nogawa, H., Casper, J. M., & **Morais, D. B.** (accepted). Recreational sports event participants' attitudes and satisfaction: Cross-cultural comparisons between runners in Japan and USA. *Managing Sport and Leisure*.
49. **Morais, D. B.**, Jakes, S., Bowen, B., & Lelekacs, J. M. (2017). Fork 2 Farmer: Enabling the success of small farms through partnerships with chefs and the tourism sector. *Journal of Extension*, 55(2).
48. LaPan, C., **Morais, D. B.**, Wallace, T., & Barbieri, C. (2016). Power, altruism and communitarian tourism: A comparative study. *PASOS: Revista de Turismo y Patrimonio Cultural*. 14(4), 889-906.
47. LaPan, C., **Morais, D. B.**, Wallace, T., & Barbieri, C. (2016). Women's self-determination in cooperative tourism microenterprises. *Tourism Review International*, 20(1), 41-56.
46. **Morais, D. B.**, K.C., B., Mao, Y., Mosimane, A. (2015). Wildlife conservation through tourism micro-entrepreneurship among Namibian Communities. *Tourism Review International*, 19(1-2), 43-61.
45. Payton, F. C., **Morais, D. B.**, Heath, E. (2015). Multi-stakeholder assessment of a mobile and temporarily interconnected systems prototype: People-First Tourism. *The African Journal of Information Systems*, 7:1, 21-39.
44. Wang, Y., & **Morais, D. B.** (2014). An examination of tourists' identity in tourist weblogs. *Information Technology and Tourism*, 14: 239-260.
43. Wang, Y., & **Morais, D. B.** (2014). Self-representations of the matriarchal other. *Annals of Tourism Research*, 44, 74-87.
42. Dong, E., Wang, Y., **Morais, D. B.**, Brooks, D. (2013). Segmenting the rural tourism market: The case of Potter County, Pennsylvania, USA. *Journal of Vacation Marketing*, 19(2), 181-193.
41. Lin, C.-H., Lu, W.-B., Wu, R., & **Morais, D. B.** (2013). 乡村旅游创业动机的性别差异研究—以台湾为例 [Gender differences in entrepreneurial motivations for agri-tourism operators: The case of Taiwan]. *旅游学刊 [Tourism Tribune]*, 28(5): 89-98.
40. Wang, Y., & **Morais, D.** (2012). State representations of the Other: The case of China's matriarchy. *Tourism Review International*, 16(1), 15-28.
39. Xie, H., Kerstetter, D., Matila, A., Buzinde, C., & **Morais, D. B.** (2012). Information usefulness vs. ease of use: Which makes a destination website more persuasive? *Tourism Analysis*, 17(1), 15-26.
38. **Morais, D. B.**, & Ogden, A. (2011). Initial development and validation of the global citizenship scale. *Journal of Studies in International Education*, 15(5), 445-466.
37. Schuster, R., Sullivan, D., Kuehn, D., & **Morais, D. B.** (2011). Relationships among Resident Participation in Nature and Heritage Tourism Activities, Place Attachment, and Sustainability in HRV. *Journal of Park and Recreation Administration*, 29(3) 55-69.
36. Usher, L., & **Morais, D. B.** (2010). Women's human agency and self-determination in Guatemalan tourism development. *PASOS: Revista de Turismo y Patrimonio Cultural*, 8(4), 507-518.

35. Okayasu, I, Nogawa, H., & **Morais, D. B.** (2010). Loyalty in the context of recreational sports tourism. *Journal of Travel and Tourism Marketing*, 27(6), 565-578.
34. **Morais, D. B.**, Lin, C.-H. (2010). Why do first time and repeat visitors patronize a destination? *Journal of Travel and Tourism Marketing*, 27(2), 193-210.
33. Buzinde, C., Navarrete, D., Yoo, E., & **Morais, D. B.** (2010). Tourists' perceptions in a climate of change. *Annals of Tourism Research*, 37(2), 33-354.
32. **Morais, D. B.**, Lee, J., Hou, J.-S., Lin, C.-H., Chick, G., & Yarnal, C. M. (2010). Heritage tourism in Taiwan's Desinicized nationalism. *PASOS: Revista de Turismo y Patrimonio Cultural*, 8(2), 277-292.
31. Wang, Y., **Morais, D. B.**, & Buzinde, C. (2009). American media representations of China's traditions and modernity. *Tourism, Culture and Communication*, 9(3), 125-136.
30. Okayasu, I, Nogawa, H., & **Morais, D. B.** (2009). Operationalization of the resource investment construct of recreational sport event. *Event management*, 12, 209-223.
29. Lin, C.-H., & **Morais, D. B.** (2009). Transactional and relational patronizing intentions. *Annals of Tourism Research*, 36(4), 726-730.
28. Lin, C.-H., & **Morais, D. B.** (2008). The spatial effect of destination distribution on cognitive distance estimates and its impact on tourists' destination choices. *Journal of Travel & Tourism Marketing*, 25(3-4), pp. 382 - 397.
27. Bandyopadhyay, R., **Morais, D. B.**, & Chick, G. (2008). Religion and identity in India's heritage tourism. *Annals of Tourism Research*, 35(3), 790-808.
26. Xie, H., Costa, C., & **Morais, D. B.** (2008). Gender differences in rural tourists' motivations and activity participation. *Journal of Hospitality Marketing and Management*, 16(4), 368-384.
25. Lin, C.-H., **Morais, D. B.**, Kerstetter, D. L., & Hou, J.-S. (2007). Examining the Role of Cognitive and Affective Image in Predicting Choice Across Natural, Developed, and Theme-Park Destinations. *Journal of Travel Research*, 46, 183-194.
24. Cranage, D. A., Lambert, C. U., **Morais, D. B.**, Lane, L. (2006). The influence of learning style on hospitality and tourism students' preference for web assignments. *Journal of Hospitality and Tourism Education*. 18(4), 18-26.
23. **Morais, D. B.**, Cheng, Z., Dong, E., & Yang, G. H. (2006). Promoting sustainable tourism through increased community involvement: The Shangri-La Ecotourism Demonstration Project. *Tourism Review International*, 10(3), 131-140.
22. **Morais, D. B.**, Kerstetter, D., Lin, Y. S., & Mowen, A. (2006). Resource investments made between customers and provider: A study of teenagers' loyalty to a summer camp. *Journal of Travel and Tourism Marketing*, 21(1), 1-12.
22. **Morais, D. B.**, Dong, E., & Yang, G. (2006). The ethnic tourism expansion cycle: The case of Yunnan Province, China. *Asia Pacific Journal of Tourism Research* 11(2)189-204.
20. **Morais, D. B.**, Kerstetter, D., & Yarnal, C. (2006). The love triangle: Loyal relationships among providers, customers, and their friends. *Journal of Travel Research*, 44, 379-386.
19. Nyaupane, G., **Morais, D. B.**, & Dowler, L. (2006). The role of community involvement and number/type of visitors on tourism impacts: A controlled comparison of Annapurna, Nepal and Northwest Yunnan, China. *Tourism Management*, 27, 1373-1385.

18. Bailey, K. D., & **Morais, D. B.** (2005). Exploring the use of blended learning in tourism education. *Journal of Teaching in Travel and Tourism*, 4(4)23-36.
17. **Morais, D. B.**, Lee, B. D. (2005). Regional inequalities in China's cultural tourism potential: A case for GIS analysis. *China Tourism Research*, 1(2/3), 321-350.
16. Hou, J.-S., Lin, C.-H., & **Morais, D. B.** (2005). Antecedents of attachment to a cultural tourism destination: The case of Hakka and non-Hakka Taiwanese visitors to Pei-Pu, Taiwan. *Journal of Travel Research*, 44(2), 221-233.
15. Bandyopadhyay, R., & **Morais, D. B.** (2005). Representative dissonance: India's self and Western representations. *Annals of Tourism Research*, 32(4), 1006-1021.
14. **Morais, D. B.**, Yarnal, C., Dong, E., & Dowler, L. (2005). The impacts of ethnic tourism on gender roles: A comparison between the Bai and the Mosuo of Yunnan Province. *Asia Pacific Journal of Tourism Research*, 10(3), 361-367.
13. **Morais, D. B.**, Lin, C., & Hou, J. (2005). Center/periphery imbalance in tourism development: The case of Taiwan. *Tourism Analysis*, 9(4), 285-298.
12. **Morais, D. B.**, Dorsch, M. J., & Backman, S. J. (2005). Building loyal relationships between customers and providers: A focus on resource investments. *Journal of Travel & Tourism Marketing*, 18(1), 49-57.
11. Nyaupane, G., **Morais, D. B.**, & Graefe, A. (2004). Constraints to nature-based tourism: A comparison among rafting, canoeing and horseback riding. *Annals of Tourism Research*, 31(3), 540-555.
10. Davis, J. S., & **Morais, D. B.** (2004). Factions and Enclaves: Small Towns and Socially Unsustainable Tourism Development. *Journal of Travel Research*. 43(1), 3-10.
9. Zillifro, T., & **Morais, D. B.** (2004). Building customer trust and relationship commitment to a nature-based tourism provider: The role of information investments. *Journal of Hospitality and Leisure Marketing*, 11(2/3), 159-172.
8. **Morais, D. B.**, Dorsch, M. J., & Backman, S. J. (2004). Can tourism providers buy their customers' loyalty? Examining the influence of customer-provider investments on loyalty. *Journal of Travel Research*, 42(3), 235-243.
7. **Morais, D. B.**, Backman, S. J., & Dorsch, M. J. (2003). Towards the operationalization of resource investments made between customers and providers of a tourism service. *Journal of Travel Research*. 41(4), 362-374.
6. **Morais, D. B.**, & Zillifro, T. (2003). An examination of the relationships established between a whitewater rafting provider and its female and male customers. *Journal of Hospitality and Leisure Marketing*, 10(1/2), 137-150.
5. Walker, J., Backman, K., Backman, S., & **Morais, D. B.** (2001). Using performance based measurements to determine customers' perceptions of service quality of a nature based outfitter in upstate South Carolina. *Journal of Quality Assurance in Hospitality and Tourism*, 2(1/2) 49-58.
4. Petrick, J. F., **Morais, D. B.**, & Norman, W. (2001). An examination of the determinants of entertainment vacationers' intentions to visit. *Journal of Travel Research*, 40(1), 41-48.
3. **Morais, D. B.**, Backman, K., & Backman, S. (1999). Affect intensity as an antecedent of advertisement recall and intentions to purchase a leisure service. *Tourism Analysis*, 4(2), 75-82.

2. **Morais, D. B.**, & Groves, D. (1997). A framework for the analysis of sport sponsorship and the cola wars. *Visions in Leisure and Business*, 16(3), 36-64.
1. **Morais, D. B.**, & Groves, D. (1997). A typology for the understanding of structure and function of a sports industry: A case study of NASCAR. *Visions in Leisure and Business*, 16(2), 16-49.

BOOK CHAPTERS

9. **Morais, D. B.**, *Ferreira, B. S., *Nazariadli, S., & *Ghahramani, L. (in press). Knowledge co-generation and transfer: A case study. In N. Scott, Van Niekerk, M., & De Martino, M. (Eds.). *Bridging Tourism Theory and Practice. Transferring Knowledge*. London: Emerald.
8. **Morais, D. B.**, *Ferreira, B. S., & Wallace, T. (2017). Aprendizagem aplicada e investigação-ação participativa através do projecto People-First Tourism: Uma visão geral de métodos e instrumentos. In Solha, K., Elesbão, I. e Souza, Marcelino de. (Orgs.). *O Turismo rural comunitários como estratégia de desenvolvimento*, (pp. 87-114). Porto Alegre, Brasil: Editora da UFRGS. 236p. ISBN: 978-85-386-0325-2
7. Okayasu, I., & **Morais, D. B.** (2017). Sport entrepreneurship and community development. In V. Ratten and J. J. Ferreira (Eds.). *Sport entrepreneurship and innovation* (pp. 141-152). Routledge: London.
6. Rodrigues, A., Kastenholtz, E., & **Morais, D. B.** (2012). Travel constraints and nostalgia as determinants of cross-Atlantic legacy tourism. In H. Pechlaner, Lee, T. J., Bò, G. D. (Eds.). *New Minorities and Tourism* (pp. 75-92). Bozen, Italy: European Academy Bozen.
5. **Morais, D. B.**, Heath, E., Tihagale, M., Payton, F. C., Martin, K., Mehta, K., & Bass, J. (2012). People-First Tourism: Concept Test in South Africa. In E. Fayos-Sola, Silva, J., & Jafari, J. (Eds.). *Knowledge Management in Tourism: Policy and Governance Applications. Bridging Tourism Theory and Practice, Volume 4*, (pp. 115 - 128). London: Emerald.
4. Rodrigues, A., Kastenholtz, E., & **Morais, D. B.** (2011). O papel da Nostalgia para o turista Norte Americano no espaço rural Europeu. In Figueiredo, E. (Ed.). *O Rural Plural: Olhar o Presente, Imaginar o Futuro*. (pp.231-244). Castro Verde, Portugal: 100 LUZ.
3. **Morais, D. B.**, & Xie, H., (2009). The Love Triangle: Managing relationships with each customer and brand communities to foster loyalty. In F. Dias, Soifer, J., & Ferreira, L. (Eds.). *O Futuro do Turismo: Território, Património, Planeamento*. (pp. 113-121), APTUR.
2. **Morais, D. B.** (2008). Heritage tourism and nationalism: Current knowledge and research agenda. *Heritage 2008* (pp.245-250). Vila Nova de Foz Coa, Portugal. Greenlines Institute:
1. Backman, K., & **Morais, D. B.** (2001). Methodological Approaches Used in the Literature. In D. B. Weaver (Ed.). *The Encyclopedia of Ecotourism*. (pp. 597-609) Wallingford, UK: CABI Publishing.

PROCEEDINGS AND REPORTS

49. Nazariadli, S., Ferreira, B., **Morais, D. B.**, & Bass, J. (2017). *Overview of interactive SMS services* (Report No. P1tLab 2017-001). DOI: 10.13140/RG.2.2.16052.86404
48. Ferreira, B. S., **Morais, D. B.**, & Lorscheilder, M. (2015). Using web marketplaces to reach untapped markets. AG-811. North Carolina Cooperative Extension Service.
47. **Morais, D. B.**, LaPan, C., Barbieri, C. (June 2015). Central Park NC Cycling Tourism SWOT Report. Report submitted to Piedmont Triad Regional Council. NC Tourism Extension.
46. **Morais, D. B.**, LaPan, C., Barbieri, C. (July 2015). Central Park NC Cycling Tourism Marketing Report. Report submitted to Piedmont Triad Regional Council. NC Tourism Extension.
45. **Morais, D. B.**, Wallace, T., Rodrigues, A., España, E., & Wang, Y. (2014, June). People-First Tourism and the voices of the rural subaltern. Proceedings of the Travel and Tourism Research Association Annual Conference. Bruges, BL.
44. *KC, B., & **Morais, D. B.** (2014, June). Assessment of social capital in tourism micro-entrepreneurship: People-First Tourism context. Proceedings of the Travel and Tourism Research Association Annual Conference. Bruges, BL.
43. LaPan, C., **Morais, D.B.**, Wallace, T., Barbieri, C. B., Floyd, M. F. (2014, June). Power, altruism and communitarian tourism: A comparative study of San Juan and San Pedro La Laguna in Lake Atitlán, Guatemala. Proceedings of the Travel and Tourism Research Association Annual Conference. Bruges, BL.
42. Mao, Y., **Morais, D. B.**, Brothers, G., Smith, J., & McHale, M. (2014, June). Exploring spatial heterogeneity of amenities, tourism and poverty in North Carolina. Proceedings of the Travel and Tourism Research Association Annual Conference. Bruges, BL.
41. **Morais, D.B.**, Barbieri, C., & Seekamp, E. (March 2015). Non-consumptive utilitarian uses of forest resources and the improved sustainable livelihoods of vulnerable communities. Fourth year progress report for McIntire Stennis Funding. North Carolina State University, Department of Parks Recreation and Tourism Management.
40. **Morais, D.B.**, LaPan, C., Peroff, D., Mao, Y., KC, B. (December 2013). People-First Tourism NC: Final Report. Final report for NC Rural Center, Raleigh NC.
39. **Morais, D.B.**, LaPan, C., Peroff, D., Mao, Y., KC, B. (December 2013). People-First Tourism NC: Economic Impact Report. Final report for NC Rural Center, Raleigh NC.
38. **Morais, D.B.**, Leung, Y., Brothers, G., & Barbieri, C. (March 2013). Inventorying non-consumptive utilitarian uses of coastal resources. Final report for NC Sea Grant. North Carolina State University, Department of Parks Recreation and Tourism Management.
37. **Morais, D.B.**, Barbieri, C., & Seekamp, E. (March 2013). Non-consumptive utilitarian uses of forest resources and the improved sustainable livelihoods of vulnerable communities. Second year progress report for McIntire Stennis Funding. North Carolina State University, Department of Parks Recreation and Tourism Management.
36. **Morais, D.B.** (January 2013). NC People First Tourism Progress Report 3rd Quarter. North Carolina State University, Department of Parks Recreation and Tourism Management.
35. Peterson, N., & **Morais, D.B.** (January 2013). Element 4: Web-based payment and management system to support conservation of working lands considered in the Sentinel

Landscapes partnership program. North Carolina State University, Department of Parks Recreation and Tourism Management.

34. **Morais, D.B.** (October 2012). NC People First Tourism Progress Report 2nd Quarter. North Carolina State University, Department of Parks Recreation and Tourism Management.
33. **Morais, D.B.** (July 2012). NC People First Tourism Progress Report 1st Quarter. North Carolina State University, Department of Parks Recreation and Tourism Management.
32. Brothers, G., & **Morais, D.B.** (May 2012). Madison County Tourism Assessment and Recommendations for the Future. North Carolina State University, Department of Parks Recreation and Tourism Management.
31. Brothers, G., **Morais, D. B.**, & Muench, F. (June 2012). *Coastal Destination Appraisal: A critical incidents and loyalty assessment*. Travel and Tourism Research Association Annual Conference, Virginia Beach, VA.
30. Mao, Y., **Morais, D. B.**, Brothers, G., Nichol, G., & Hunt, H. (June 2012). *Spatial Analysis of Poverty, Tourism, and Opportunity in North Carolina*. Visual Presentation, Travel and Tourism Research Association Annual Conference, Virginia Beach, VA.
29. **Morais, D. B.**, Heath, E., Martin, K., Tihagale, M., Kruger, E., Payton, F. C. (2011). *Tourism, Cell Phone Use, and Well-being Indicators in South African Townships*. Report for NC State and University of Pretoria.
28. **Morais, D. B.** (2010). *Capacity building and guide training for cultural tourism in Lushoto, Tanzania*. Report for Tourism Cares.
27. **Morais, D. B.**, & Mosimane, A. W. (2010). Community-based wildlife tourism in Namibia. In *Women in Tourism Report*. UNWTO & UNIFEM.
26. **Morais, D. B.** & Zinn, H. (2010). *Wildlife Value Orientations, Subjective Well-being, and Perceived Self-Determination in CBNRM and Non-CBNRM Communities in Namibia*. Report for World Wide Fund for Nature (WWF).
25. **Morais, D. B.** (2010). Subjective well-being and self-determination in CBNRM and non-CBNRM communities in Namibia. *Turismo em Meio insular Africano*. Centro de Estudos Africanos, ICTE.
24. **Morais, D. B.**, & Usher, L. (2009). Women in tourism: Transnational lessons and unanswered questions. *Countours*, 19(1), 4-7.
23. **Morais, D. B.**, Ribeiro, N., & Santos (June 2006). Heirs of a Fallen Empire: The Portuguese Colonial Gaze Upon Brazil. Presentation at the 37th *Travel and Tourism Research Association Conference*. June, Dublin, Ireland.
22. Vagias, W., Dziubek, D., & **Morais, D. B.** (April 2005). The role of risk perception in a one-day wilderness whitewater rafting experience. Presentation at the *Northeastern Recreation Research Symposium*. Bolton Landing, NY.
21. Yu, H., **Morais, D. B.**, & Chick, G. (April 2005). Service quality in tourism : A case study in 2001 Study Tour in Taiwan. Presentation at the *Northeastern Recreation Research Symposium*. Bolton Landing, NY.
20. **Morais, D. B.** (November 2005). Casino development and historical preservation in Gettysburg, PA. *Report for Chance Development Group*.

19. **Morais, D. B.**, & Bricker, K. S. (January 2005). Critical assessment of the all user registration system: Colorado River Management Plan. *Report for Colorado River Outfitters Association.*
18. **Morais, D. B.**, Lee, S. H., Hou, J. S., Lin, C. H., Yarnal, C., & Chick, G. (2005). Heritage tourism and shared national identities: Examining meanings and impacts in Lu-Kang, Taiwan. *Proceedings of the Recent Developments in Tourism Research Conference*, Faro, Portugal.
17. Dong, E., & **Morais, D. B.** (May 2005). Segmenting visitors to God's Country. Report for Potter County Visitors Association, Coudersport, PA.
16. Bandyopadhyay, R., & **Morais, D. B.** (2004). Representative dissonance: Differences in the way India is portrayed to the USA tourist market. *Proceedings of the Travel and Tourism Research Association Conference*. Montreal, Quebec, Canada.
15. Lin, C. H., **Morais, D. B.**, & Hou, G. S. (2003). A case study of a relationship between the spatial distribution of tourist sites and socio-economic equality in Taiwan: An application of Geographic Information Systems. *Proceedings of the Northeastern Recreation Research Symposium* (pp. 177-184). Bolton Landing, NY: USDA, Forest Service.
14. Dong, E., **Morais, D. B.**, & Dowler, L. (2003). Ethnic tourism development in Yunnan, China: Revisiting Butler's Tourist Area Lifecycle. *Proceedings of the Northeastern Recreation Research Symposium* (pp. 164-169). Bolton Landing, NY: USDA, Forest Service.
13. **Morais, D. B.**, Kerstetter, D., & Yarnal, C. (2002). A love triangle: Providers, customers and friends. *Proceedings of the Travel and Tourism Research Association Conference*. Alexandria, VA.
12. Nyaupane, G., & **Morais, D. B.**, & Graefe, A. (2002). A comparison of leisure constraints among three outdoor recreation activities: Whitewater rafting, canoeing, and overnight horseback riding. *Proceedings of the Northeastern Recreation Research Symposium* (pp. 152-157). Bolton Landing, NY: USDA, Forest Service.
11. **Morais, D. B.**, & Dong, E. (December 2002). Leisure: An approach to the mental lives of Chinese Citizens. Report for Center for Leisure Studies, Institute of Chinese Culture, Beijing.
10. **Morais, D. B.**, Zillifro, T., & Kerstetter, D. (December 2002). Customer centered marketing plan: Interactive manual. Report for America Outdoors, Knoxville, TN.
9. **Morais, D. B.**, Lee, B., & Godbey, G. (2001). Rural tourism in China: A discussion of sustainable development principles and concerns. *Collection of Theses: 2001 China Leisure Economy International Forum* (pp. 55-69). Hangzhou, China: China Tourism Association. (Note: article published in Mandarin and English)
8. **Morais, D. B.**, Zillifro, T., & Dubrouillet, S. (2001). Towards an understanding of gender differences with respect to whitewater rafting preferences. *Proceedings of the Northeastern Recreation Research Symposium* (pp. 298-304). Bolton Landing, NY: USDA, Forest Service.
7. **Morais, D. B.**, Zillifro, T., & Nyaupane, G. (December 2001). Resolving barriers for participation in outfitted trips. America Outdoors, Knoxville, TN.
6. **Morais, D. B.**, et al (2000). A conceptualization of the antecedents of customer loyalty under a resource investment perspective. In M. E. Havitz, & M. F. Floyd (Eds.), *Abstracts from the 2001 Symposium on Leisure Research* (p. 8), Denver, CO: National Recreation and Park Association.

5. **Morais, D. B.**, Backman, S., & Backman, K. (1999). The influence of the affective responses to a print ad on subjects' recall of the ad and their intentions to purchase a rafting trip. In W. Stewart, and D. Samdahl (Eds.), *Abstracts from the 1999 Symposium on Leisure Research* (p. 5), Ashburn, VA: National Recreation and Park Association.
4. **Morais, D. B.**, Backman, S., & Backman, K. (1998). Influence of advertisement emotional appeal on ad recall and intention to purchase: a case study on the rafting industry. In G. Pires, F. Fernandes, and N. Perry (Eds.), *Conference Proceedings of the 6th Congress of the European Association for Sport Management* (pp. 5.25-5.29), Madeira, Portugal.
3. **Morais, D. B.**, & Parks, J. B. (1998). Improving the quality of research on outdoor-based training and development (OBTD) programs. In G. Pires, F. Fernandes, and N. Perry (Eds.), *Conference Proceedings of the 6th Congress of the European Association for Sport Management* (pp. 6.52-6.57), Madeira, Portugal.
2. **Morais, D.** (1999). *Service Quality and Strategic Marketing Final Report – Wildwater Ltd.* Clemson, SC: Clemson University, Department of Parks, Recreation, and Tourism Management.
1. Cuneen, J., & **Morais, D.** (1998). A quantified assessment of sport and leisure-related Internet marketing. *Future Focus: Ohio Journal of Health, Physical Education, Recreation, & Dance*, 19(1), 26.

REFEREED PRESENTATIONS

86. Savage, A., Barbieri, C., Jakes, S., **Morais, D. B.** (2017, August). Farm like a Woman in Agritourism! Joining Efforts to Succeed. Presentation at National Extension Tourism (NET) Conference. Princeton, NJ.
85. **Morais, D. B.**, *Ferreira, B., Hoogendoorn, G., & Wang, Y. (2016, June). Co-construction of knowledge through participatory action research: People-First Tourism methodology and research tools. Presentation at the Qualitative Research Methods Workshop of the Travel and Tourism Research Association International Conference, Vail, CO.
84. *Halim, M., **Morais, D. B.**, Barbieri, C., Jakes, S., & Zering, K. (2016, June). Challenges faced by women entrepreneurs involved in agritourism. Presentation at the Travel and Tourism Research Association International Conference, Vail, CO.
83. *Ferreira, B. S., **Morais, D. B.**, Bunds, K., Pollack, J. (2016, April). Mentoring tourism e-microentrepreneurship: The self-efficacy scale for rural development change agents. Presentation at the Northeastern Recreation Research Conference. Annapolis, MD.
82. *Halim, M., Barbieri, C., **Morais, D. B.**, Jakes, S., & Zering, K. (2016, April). Success beyond Money... Conversations among Women in Agritourism. Presentation at the Northeastern Recreation Research Conference, Annapolis, MD.
81. *Ladan, & **Morais, D. B.** (2016, March). Tourism microentrepreneurs' motivations in North Carolina. Poster presentation at the Southeast Recreation Research Conference, Asheville, NC.
80. *Nazariadli, S., & **Morais, D. B.** (2016, March). Calibrating visualization methods for the study of destination appeal: the effect of visual logic on the appeal of agricultural landscapes. Presentation at the Southeast Recreation and Research Conference (SERR), Asheville, NC.

79. *Ferreira, B. S., Bunds, K., **Morais, D. B.**, Pollack, J. (2016, March). A mixed methods study to develop and validate the Tourism e-Microentrepreneurial Self-Efficacy Scale. Presentation at the Southeast Recreation Research Conference, Asheville, NC.
78. *Nazari, S., **Morais, D.B.** (2015, November). Leveraging IT innovation and critical social science to connect rural tourism microentrepreneurs with urban sophisticates: The case of People-First Tourism Inc. Presentation at the International Conference on Business and Management in Connected Era, Sharjah, UAE.
77. **Morais, D. B.**, *LaPan, C., *K.C., B., & Wallace, T. (2015, July). Examining the relationship between self-representation, self-determination, and social-capital among rural tourism micro-entrepreneurs in North Carolina. Presentation at the 23rd Annual Colloquium of the Commission on the Sustainability of Rural Systems, International Geographical Union. Lisbon, PT.
76. *K.C., B., Morais, D. B., Smith, J., Peterson, N., & Seekamp, E. (2015, June). Characterizing wildlife tourism micro-entrepreneurs' social network: An example from North Carolina's Pamlico Sound region. Presentation at the ISSRM Conference. Charleston, SC.
75. *Peroff, D., **Morais, D. B.**, Sills, E., Seekamp, E., & Wallace, T. (2015, June). The role of agritourism micro-entrepreneurship in the long-term sustainable management of North Carolina's small-scale farmlands. Presentation at the ISSRM Conference. Charleston, SC.
74. Wang, Y., & **Morais, D. B.** (2015, June). Examination of Barriers Affecting the Adoption of Innovation in Rural Small and Medium-Sized Tourism Enterprises. Presentation at the International Council on Hotel, Restaurant, and Institutional Education, Orlando, FL.
73. *Ferreira, B., **Morais, D. B.** & Lorscheider M. (2015, March). Using web marketplaces to reach untapped markets. Poster presentation at the Southeastern Recreation Research Conference, Asheville, NC.
72. *KC, B., **Morais, D. B.**, Smith, J., & Seekamp, E. (2015, March). Examining social networking and social capital among wildlife tourism micro-entrepreneurs from Pamlico Sound region, North Carolina. Presentation at the Southeastern Recreation Research Conference, Asheville, NC.
71. *Nazariadli, S., **Morais, D. B.**, Smith, J., & Barbieri, C. (2015, March). Does authenticity matter? Comparing potential tourists' assessment of highly authentic and highly appealing agricultural landscape features. Poster presentation at the Southeastern Recreation Research Conference, Asheville, NC.
70. *Peroff, D., **Morais, D. B.**, Wallace, T., & Sills, E. (2015, March). Micro-entrepreneurship, eco-literacy, and tourism among Tz'utujil Mayan coffee farmers. Presentation at the Southeastern Recreation Research Conference, Asheville, NC.
69. **Morais, D. B.**, Wallace, T., *Rodrigues, A., España, E., & *Wang, Y. (2014, June). People-First Tourism and the voices of the rural subaltern. Presentation at the Travel and Tourism Research Association Annual Conference. Bruges, BL.
68. *KC, B., & **Morais, D. B.** (2014, June). Assessment of social capital in tourism micro-entrepreneurship: People-First Tourism context. Poster presentation at the Travel and Tourism Research Association Annual Conference. Bruges, BL.
67. *LaPan, C., **Morais, D.B.**, Wallace, T., Barbieri, C. B., Floyd, M. F. (2014, June). Power, altruism and communitarian tourism: A comparative study of San Juan and San Pedro La Laguna in Lake Atitlán, Guatemala. Presentation at the Travel and Tourism Research Association Annual Conference. Bruges, BL.
66. *Mao, Y., **Morais, D. B.**, Brothers, G., Smith, J., & McHale, M. (2014, June). Exploring spatial heterogeneity of amenities, tourism and poverty in North Carolina. Poster

- presentation at the Travel and Tourism Research Association Annual Conference. Bruges, BL.
65. **Morais, D. B.** (2014, April). People-First Tourism. Presentation at the *Global Health and Innovation Conference*, Yale University, New Haven, CT.
 64. *Mao, Y., **Morais, D. B.**, Brothers, G., Smith, J., & McHale, M. (2014, March). Spatial analysis of nature-based tourism and poverty in North Carolina. Presentation at the Southeastern Recreation Research Conference, Asheville, NC.
 63. *Peroff, D., **Morais, D. B.**, Peterson, N., & Pope, J. (2014, March). Connecting the rural periphery through IT. Presentation at the Southeastern Recreation Research Conference, Asheville, NC.
 62. Iyengar, J., Seekamp, E., Barbieri, C., & **Morais, D. B.** (2014, March). The corn maze of development: An assessment of tourism extension needs in North Carolina. Presentation at the Southeastern Recreation Research Conference, Asheville, NC.
 61. *KC, B., **Morais, D. B.**, & Peroff, D. M. (2014, March). Understanding tourism micro-entrepreneurship through the lens of People-First Tourism (P1T). Presentation at the Southeastern Recreation Research Conference, Asheville, NC.
 60. *LaPan, C., Willett, C., Isley, T., & **Morais, D. B.** (2014, March). Self-determination of women tourism micro-entrepreneurs. Presentation at the Southeastern Recreation Research Conference, Asheville, NC.
 59. Okayasu, I., **Morais, D. B.**, & Casper, J. (2013, October). A study of participants' benefits in a marathon event. Presentation at the *Japanese Society of Lifelong Sports Conference*. [in Japanese].
 58. Yengar, J., Seekamp, E., Barbieri, C., & **Morais, D. B.** (2013, August). The corn maze of development: An assessment of tourism extension needs in North Carolina. Presentation at the *National Extension Tourism Conference*. Detroit, MI.
 57. KC, B., Mao, Y., Peroff, D., Elmer, M., **Morais, D. B.**, Leung, Y. (2013, June). Exploring the livelihoods of coastal tourism micro-entrepreneurs and their conservation attitudes: A People-First Tourism approach. Poster presentation at the ISSRM Conference. Estes Park, CO.
 56. Brothers, G., **Morais, D. B.**, & Muench, F. (2012, June). Coastal Destination Appraisal: A critical incidents and loyalty assessment. Presentation at Travel and Tourism Research Association Annual Conference, Virginia Beach, VA.
 55. Mao, Y., **Morais, D. B.**, Brothers, G., Nichol, G., & Hunt, H. (2012, June). Spatial Analysis of Poverty, Tourism, and Opportunity in North Carolina. Visual Presentation, Travel and Tourism Research Association Annual Conference, Virginia Beach, VA.
 54. Rodrigues, A., Kastenholtz, E., & **Morais, D. B.** (2012, June). A nostalgia scale for tourism. Presentation at *INVTUR 2012*, Aveiro, Portugal.
 53. Payton, F. C., **Morais, D. B.**, Heath, E., & Martin, K. (2011, December). The START-Network: ICT & Mobile Applications. Presentation at the *SIG Global Development Fourth Annual Workshop*, Shanghai, China.
 52. **Morais, D. B.**, Heath, E., Tlhagale, M., Payton, F. C., Martin, K., Mehta, K., & Bass, J. (2011, May). Concept testing People-First Tourism in rural South Africa. *UN WTO Forum*, Albufeira, Portugal.

51. Shah, N., & **Morais, D. B.** (2011, October). Relationships with tourists in the age of social media: Extending the Love Triangle and proposing a research agenda. Presentation at the *Social Media in Hospitality and Tourism Conference*. Verona, Italy
50. Usher, L., Kerstetter, D., Buzinde, C., & **Morais, D. B.** (2011, June). Well-being in Las Salinas, Nicaragua. Presentation at the *Travel and Tourism Research Association Conference*. London, Ontario, Canada.
49. Martin, K., & **Morais, D. B.** (2011, March). Effect of community-based tourism conservancies on well-being and self-determination: A comparison by participation and gender. Poster presentation at the *George Wright Society Conference*, New Orleans, LA.
48. Ogden, A., **Morais, D.B.**, & Johnson, N. (2010, March). Embedded Education Abroad Faculty Toolkit. Presentation at the *Forum on Education Abroad Conference*, Charlotte, NC.
47. Rodrigues, A., Kastenholz, E., & **Morais, D. B.** (2010, February). O papel da nostalgia para o turista norte americano no espaço rural Europeu. Presentation at the *IV Congresso de Estudos Rurais*, Universidade de Aveiro, Portugal.
46. Zinn, H., Mossimane, A., & **Morais, D. B.** (2010, June). Wildlife tourism, community-based natural resource management, wildlife value-orientations, and quality of life indicators in indigenous Namibian villages. Presentation at the *5th International Conference on Monitoring and Management of Visitor Flows in Recreation and Protected Areas*, Wageningen University and Research Center, The Netherlands.
45. Chen, C.W., & **Morais, D.B.** (2010, April). Relationships among Kenting National Park, visitors, and volunteers: Resource investment examination of relationship development and failure. Poster presentation at the *Northeastern Recreation Research Symposium*, Bolton Landing, NY.
44. Zinn, H., Mossimane, A., & **Morais, D. B.** (2009, August). The role of community-based natural resource management in shaping indigenous wildlife value orientations and quality of life in Namibia. Presentation at the *Society for Conservation Biology Annual Meeting*, Beijing, China.
43. Buzinde, C.N., Manuel-Navarrete, D., Kerstetter, D., **Morais, D. B.**, & Yoo, E. (2009, June). Representations and Adaptation to Climate Change. Presented at *Travel and Tourism Research Association Conference*, Hawaii.
42. Buzinde, C. N., Kalavar, J., Kokel, M., **Morais, D. B.** (2009, May). Critical Indigenous Inquiry: Decolonizing Methodologies in Tourism Research. Presentation at *International Critical Tourism Studies Conference*, Zadar, Croatia.
41. **Morais, B. B.**, Buzinde, C., & Ogden, A. (2008, April). Global Civic Engagement: Theory, Research and Application in International Education. *PaCIE Conference "Building Global Competence."* University Park, PA.
40. **Morais, D. B.** (2008, June). Heritage tourism and nationalism: Current knowledge and research agenda. Presentation at *Heritage 2008*. Greenlines Institute. Vila Nova de Foz Coa, Portugal.
39. Xie, H., Kerstetter, D., & **Morais, D. B.** (2008, June). Examining the effect of perceived information usefulness and ease of use of a destination website on perceived enjoyment and intention to visit. Poster Presentation at the *39th Travel and Tourism Research Association Annual Conference*. Philadelphia, PA.

38. Yu, A. H., Chick, G., **Morais, D. B.**, & Lin, C.-H. (2008, April). Modeling the effects of study abroad programs on college students. Presentation at the *Northeastern Recreation Research Symposium*, Bolton Landing, NY.
37. **Morais, D. B.**, & Wang, Y. (2006, July). An examination of American media's representation of Chinese people and culture. *Presentation at the Asia Pacific Tourism Association Conference*, Hualien, Taiwan.
36. **Morais, B. B.**, Lin, C.-H., & Lee, S.-H. (2006, July). Tourism Development and Regional Equality in Taiwan: A Time Series Analysis at the Regional, County and Local Scale Presentation at the *Asia Pacific Tourism Association Conference*, Hualien, Taiwan.
35. Bandyopadhyay, R., Chick, G., & **Morais, D. B.** (2006, June). Representative dissonance in heritage tourism in India. Presentation at the *37th Travel and Tourism Research Association Annual Conference*. Dublin, Ireland.
34. **Morais, D. B.**, Ribeiro, N., & Santos (2006, June). Heirs of a Fallen Empire: The Portuguese Colonial Gaze Upon Brazil. Presentation at the *37th Travel and Tourism Research Association Annual Conference*, Dublin, Ireland.
33. Lin, J. L., **Morais, D. B.**, & Hou, J. S. (2005, October). Studies on hot spring tourists' push and pull factors of motivation and their relationships to health. Presentation at the *7th Leisure, Recreation and Tourism Conference*, Taichung, Taiwan.
32. Lin, C. H., Kerstetter, D., Graefe, A., & **Morais, D. B.** (2005, October) The role of destination image and cognitive distance in destination choice. Poster presentation at the *National Recreation and Parks Association Congress, Leisure Research Symposium*, San Antonio, TX.
31. Zillifro, T., **Morais, D. B.**, Kerstetter, D., Zinn, H., & Bricker, K. (2005, October). Shared environmental values, trust and relationship commitment in the nature-based tourism industry. Presentation at the *National Recreation and Park Association Congress, Leisure Research Symposium*, San Antonio, TX.
30. **Morais, D. B.**, Lee, S. H., Hou, J. S., Lin, C. H., Yarnal, C., & Chick, G. (2005, October). Heritage tourism and shared national identities: Examining meanings and impacts in Lu-Kang, Taiwan. Presentation at the *Recent Development in Tourism Research Conference*, Faro, Portugal.
29. Vagias, W., Dziubek, D., & **Morais, D. B.** (2005, March). The role of risk perception in a one-day wilderness whitewater rafting experience. Presentation at the *Northeastern Recreation Research Symposium*, April, Bolton Landing, NY.
28. Yu, H., **Morais, D. B.**, & Chick, G. (2005, October). Service quality in tourism : A case study in 2001 Study Tour in Taiwan. Presentation at the *Northeastern Recreation Research Symposium*, April, Bolton Landing, NY.
27. Hou, J.-S., Lee, S.-H., **Morais, D. B.**, & Shie, T. H. (2004, November). Periphery of the periphery: Cultural impacts on tourism development in Lanyu island, Taiwan. Presented at the *Conference of Agro-Tourism and Tourism Development Across the Taiwan Strait*, August, Taichung, Taiwan.
26. Hou, J.-S., Lin, C.-H., **Morais D. B.** (2004, October). Antecedents of attachment to a cultural tourism destination: The case of Hakka and non-Hakka Taiwanese visitors to Pei Pu. Presentation at the *National Recreation and Park Association Congress, Leisure Research Symposium*, October, Reno, NV.

25. Bandyopadhyay, R., & **Morais, D. B.** (2004, June). Representative dissonance: Differences in the way India is portrayed to the US tourist market. Poster presented at the *35th Travel and Tourism Research Association (TTRA) Annual Conference*. June, Montreal, Canada.
24. Nyaupane, G., **Morais, D. B.**, & Dowler, L. (2004, April). Socio-economic impacts of tourism in Nepal and Yunnan, PRC. Presentation at the *Association of American Geographers Annual Meeting*, March, Philadelphia, PA.
23. Zhu, C., **Morais, D. B.**, Dong, E., & Yang, G. H. (2003, October). Promoting sustainable tourism through increased community involvement: The Shangri-La Ecotourism Demonstration Project. Presentation at the *National Recreation and Parks Association Congress, Leisure Research Symposium*, October, St. Louis, MO.
22. **Morais, D. B.** (2003, October). Is ethnic tourism contributing to cultural imperialism or cultural rejuvenation? The case of Yunnan China. Presentation at the *National Recreation and Parks Association Congress, Leisure Research Symposium*, October, St. Louis, MO.
21. Dong, E., **Morais, D. B.**, & Dowler, L. (2003, March). Ethnic tourism development in Yunnan, China: Revisiting Butler's Tourist Area Lifecycle. Presentation at the *Northeastern Recreation Research Symposium*, April, Bolton Landing, NY.
20. Lin, C. H., **Morais, D. B.**, & Hou, G. S. (2003, March). A case study of a relationship between the spatial distribution of tourist sites and socio-economic equality in Taiwan: An application of geographic information systems. Presentation at the *Northeastern Recreation Research Symposium*, April, Bolton Landing, NY.
19. Zillifro, T., & **Morais, D. B.** (2002, October). The role of information investments in building trusting relationships between adventure tourism providers and their customers. Presentation at the *National Recreation and Park Association Congress – 2002 Leisure Research Symposium*, Tampa, FL.
18. Lee, B. D., **Morais, D. B.**, & Wang, G. (2002, October). Heritage tourism and regional imbalance in China: A spatial analysis. Poster presentation at the *National Recreation and Park Association Congress – 2002 Leisure Research Symposium*, Tampa, FL.
17. **Morais, D. B.**, Kerstetter, D., & Yarnal, C. (2002, June). A love triangle: providers, customers and friends. Presentation at the *2002 Travel and Tourism Research Association Conference*, Burbank, VA.
16. Nyaupane, G., **Morais, D. B.**, & Graefe, A. (2002, March). A Comparison of Leisure Constraints between three Outdoor Recreation Activities: Whitewater Rafting, Canoeing and Overnight Horseback Riding. Presentation at the *Northeastern Recreation Research Conference*, Bolton Landing, NY.
15. **Morais, D. B.**, et al (2001, October). A conceptualization of the antecedents of customer loyalty under a resource investment perspective. Presentation at the *National Recreation and Park Association Congress – 2001 Leisure Research Symposium*, Denver, CO.
14. **Morais, D. B.** (2001, June). Uma conceptualizacao dos impactos socio-culturais do turismo. Presentation at the *Visualidades e Visibilidades, Construcao de Publicos para o Turismo e a Cultura*. Escola Superior de Tecnologia e Gestao, Mirandela, Portugal.

13. **Morais, D. B.**, Zillifro, T., & Dubrouillet, S. (2001, March). Towards an understanding of gender differences with respect to whitewater rafting preferences and relationships. Presentation at the *Northeastern Recreation Research Conference*, Bolton Landing, NY.
12. **Morais, D. B.** (2000, December). How to create loyalty among your most valuable customers. Presentation on *Confluence, International Conference & Trade Show for Outfitters and Suppliers*, Tampa, FL.
11. Petrick, J. F., Norman, W. C., & **Morais, D. B.** (2000, June). An examination of the determinants of entertainment vacationers' intentions to revisit. Presentation on the *2000 Travel and Tourism Research Association Conference*, Burbank, CA.
10. **Morais, D. B.**, Backman, K., & Backman, S. J. (1999, October). The influence of the affective responses to a print ad on subjects' recall of the ad and their intentions to purchase a rafting trip. Presentation on the *National Recreation and Park Association Congress – 1999 Leisure Research Symposium*, Nashville, TN.
9. **Morais, D. B.** (1999, September). Tourism development Vs community development. Presentation on the round table of the *Summer Courses of Leisure and Tourism: An Investment for the Future*, Universidade de Tras-os-Montes e Alto Douro, Chaves, Portugal.
8. **Morais, D. B.**, Backman, S. J., & Backman, K. (1999, March). The influence of the affective responses to a print advertisement on subjects' recall of the advertisement and their intentions to purchase a rafting trip. Presentation on the *Graduate Student Research Forum*, Clemson University, Clemson, SC.
7. **Morais, D. B.**, & Parks, J. B. (1998, September). Improving the quality of research on outdoor based training and development (OBTD) programs. Presentation on the *6th Congress of the European Association for Sport Management*, Madeira, Portugal.
6. **Morais, D. B.**, Backman, S., & Backman, K. (1998, September). Influence of advertisement emotional appeal on ad recall and intention to purchase: a case study on the rafting industry. Presentation on the *6th Congress of the European Association for Sport Management*, Madeira, Portugal.
5. Cuneen, J., & **Morais, D. B.** (1997, December). A quantified assessment of sport- and leisure-related internet marketing. Presentation of a poster on the *OAPHERD 68th Convention*, Dayton, OH.
4. **Morais, D. B.**, & Cuneen, J. (1997, May). Evaluating the characteristics and quality of internet sport marketing. Presentation on the *12th Annual North American Society for Sport Management Conference*, San Antonio, TX.
3. **Morais, D. B.** (1994, April). Safety factor on Adventure Recreation. Presentation on the *Forum Horizonte*, Cascais, Portugal.
2. Costa, C., **Morais, D. B.**, & Kay, P. (1993, August). Organization of a national event through a voluntary capacity: Practical implications. Presentation on the *1st World Conference for Sport Management*, Bangalore, India.
1. **Morais, D. B.**, Costa, C., & Kay, P. (1993, September). Organization of a national event through a voluntary capacity: Staff motivation. Presentation on the *2nd Congress of the European Association for Sport Management*, Florence, Italy.

INVITED PRESENTATIONS

- 42. Morais, D. B.** (March 2016). Participatory action research on tourism microentrepreneurship. Presentation at the Structures for Inclusion Conference, Raleigh, NC.
- 41. Morais, D. B.,** Ferreira, B. S. & Nazariadli, S. (February 2016). University engagement, research and community partnerships through the P1t Lab. Invited web presentation to graduate seminar of Universidade Europeia. Lisbon.
- 40.** Ferreira, B. S., Kelly, S., & **Morais, D. B.** (December 2015). Using web marketplaces to reach untapped markets. Presentation at the *North Carolina State Cooperative Extension Conference*. Raleigh, NC.
- 39. Morais, D. B.** (November 2015). Equitable and sustainable development through tourism microentrepreneurship. Invited presentation to the NC State Ultimate Community Partnerships forum. Raleigh, NC.
- 38.** Wallace, T., & **Morais, D. B.** (November 2015). Sustainable livelihoods, and sustainable communities through disruptive technologies. Invited presented at the 2nd Annual Foro BioCaribe, San Andres Island, San Andres Department, Colombia. November 12, 2015.
- 37. Morais, D. B.** (October 2015). Equitable and sustainable development through tourism microentrepreneurship. Invited presentation to the Balancing Nature and Commerce, Conservation Fund, Plymouth, NC.
- 36. Morais, D. B.,** LaPan, C., & Barbieri, C. (June 2015). Central Park NC Bicycle Tourism SWOT Analysis. Invited presentation to the Central Park NC committee and community stakeholders, Seagrove, NC.
- 35. Morais, D. B.** (April 2015). Agritourism micro-entrepreneurship. Presentation at Johnston County Tourism Divisions's Agritourism Speaker Series, Smithfield, NC.
- 34. Morais, D. B.,** and Wallace, T. (September 2014). Extensão universitária, investigação científica e parcerias com comunidades. Invited keynote presentation at CITURDES, IX Congresso Internacional sobre Turismo Rural e Desenvolvimento Sustentavel, Sao Paulo, Brazil.
- 33. Morais, D. B.,** Wallace, T., and Barbieri, C. (September 2014). Investigação-acção participativa: Métodos utilizados no projecto People-First Tourism. Extended pre-conference workshop given at CITURDES, IX Congresso Internacional sobre Turismo Rural e Desenvolvimento Sustentavel, Sao Paulo, Brazil.
- 32.** Dunstan, R., Culley, A., Unruh-Snyder, L., Willis, A., Dixon, T. **Morais, D. B.** (September 2014). Glocal engaged learning through People-First Tourism. Poster presentation at NC State's Costa Rica Symposium.
- 31.** Dunstan, R., Culley, A., Unruh-Snyder, L., Willis, A., Dixon, T. **Morais, D. B.** (April 2014). Glocal engaged learning through People-First Tourism. Poster presentation at NC State's Teaching and Learning Symposium.
- 30.** Barbieri, C., & **Morais, D. B.** (March 2014). Agritourism: What does it mean for rural NC? Presentation at the North Carolina General Assembly, Committee on Cultural and Natural Resources. Raleigh, NC.

29. **Morais, D. B.**, & Shah, N. (March 2014). People-First Tourism: Local micro-entrepreneurs creating genuine tourism experiences. Presentation at the North Carolina Governor's Conference on Tourism. Charlotte, NC.
28. Wallace, T., & **Morais, D. B.** (February 2014). Sustainable Livelihoods, Sustainable Communities and Networks through People First Tourism: Cases from Guatemala, Brazil and North Carolina. Presentation at the Conference in Latin American and Caribbean Studies, Duke University, Durham, NC.
27. **Morais, D. B.**, & Shah, N. (January 2014). Developing and nurturing relationships with customers in the age of social media. *Presentation at the Sustainable Tourism Seminars*, Robeson County Cooperative Extension Office, Lumberton, NC.
26. **Morais, D. B.**, & Bowen, B. (November 2013). Beyond business as usual: Best practices in the development of business cooperatives and micro-entrepreneurship. Presentation at the *North Carolina State Cooperative Extension Conference*. Raleigh, NC.
25. **Morais, D. B.**, & Shah, N. (March 2013). Social media marketing A to Z. Workshop presentation given at Feast Down East conference in UNC Wilmington.
24. **Morais, D. B.**, & Shah, N. (March 2013). How to make your best customers loyal. Workshop presentation given at Madison County Cooperative Extension Office. Marshall, NC.
23. **Morais, D. B.** (January 2013). How to find and nurture good visitors. Workshop presentation. Robeson County Cooperative Extension Office. Lumberton, NC.
22. Brothers, G., & **Morais, D. B.** (May 2012). Madison County tourism assessment and recommendations for the future. Presentation to tourism stakeholders given at Madison County Cooperative Extension Office. Marshall, NC.
21. **Morais, D. B.**, & Payton, F. C. (2012). People-First Tourism: Creating sustainable and dignified livelihoods through IT-enabled entrepreneurship. Poster presentation at *NC State Africa Work Group Expo*, January, NC State, Raleigh, NC.
20. **Morais, D. B.** (2011). Global sustainable livelihoods: Using innovation to drive sustainable development - People-First Tourism. Presentation at *Global Issues Seminar Series*, November, NC State Office of International Affairs, Raleigh, NC.
19. **Morais, D. B.** (2011). People-First Tourism. Presentation at *College of Natural Resources Research Day*, May, NC State University, Raleigh, NC.
18. **Morais, D. B.** (2011). Self-determination, human development and tourism entrepreneurship. Presentation at *Sparking Social Change Through Design* panel seminar, April, Harvard Graduate School of Design, Boston.
17. **Morais, D. B.** (2010). Subjective well-being and self-determination in CBNRM and non-CBNRM communities in Namibia. Presentation at the *Turismo em Meio Insular Africano Seminar*, June, Centro de Estudos Africanos, ICTE, Lisbon, Portugal.
16. **Morais, D. B.** (2009). Subjective well-being and self-determination among indigenous people involved in community-based wildlife tourism in Namibia's Kunene region. Presentation at the *Coffee Hour seminar, Department of Geography*, University Park, PA.
15. **Morais, D. B.** (2009). The making of competent and engaged global citizens. Presentation at the *Educating for Sustainability Schreyer National Conference*, University Park, PA.

14. **Morais, D.B.** (2009). O papel do turismo no desenvolvimento auto-determinado de comunidades Africanas. Presentation at the *SPID, Seminario Permanente de I&D*, Vila Real, Portugal, Centro de Estudos Transdisciplinares Para o Desenvolvimento – Universidade de Tras-os-Montes e Alto Douro.
13. **Morais, D. B., & Zinn, H.** (2009). The role of community-based natural resource management in shaping indigenous wildlife value orientations and quality of life in Namibia. Presentation at the *Interinstitutional Consortium for Indigenous Knowledge Seminar*– The Pennsylvania State University, University Park, PA.
12. **Morais, D. B.** (2007). A fragil relacao entre o turismo, a sociedade, e o ambiente. Presentation at the *Seminario Sobre Turismo e Desenvolvimento Sustentavel*, Lisboa, Portugal. Universidade Lusofona de Humanidades e Tecnologias.
11. **Morais, D. B.** (2007). Turismo, cultura e politica. Class presentation for the Master of Tourism, Chaves, Portugal, Universidade de Tras-os-Montes e Alto Douro.
10. **Morais, D. B.** (2007). Turismo, sustentabilidade e politica. Presentation at the *Seminario Sobre Turismo e Desenvolvimento Sustentavel*, Benavila, Portugal. Fundacao Abreu Calado.
9. **Morais, D. B.** (2004). How to develop loyal relationships with your best guests. Presentation at *Inn Touch Annual Meeting*, Gettysburg, PA: Pennsylvania Tourism and Lodging Association.
8. **Morais, D. B., & Dowler, L.** (2003). Ethnic tourism in China: Cultural imperialism or cultural rejuvenation? Presentation at the *Coffee Hour seminar, Department of Geography*, University Park, PA.
7. Zillifro, T., **Morais, D. B., & Kerstetter, D.** (2002). The customer centered marketing plan interactive manual. Workshop presentation at the *Confluence Convention*, December, Biloxi. MS: America Outdoors.
6. **Morais, D. B.,** (2001). Overcoming barriers for participation in outfitted outdoor recreation. Keynote presentation at the *Confluence Convention*, December, Denver, CO: America Outdoors.
5. **Morais, D. B.,** (2001). Revisiting strategies to create loyalty among your most valuable customers. Presentation at *Confluence Convention*, December, Denver, CO: America Outdoors.
4. **Morais, D. B.** (2001). Uma conceptualizacao dos impactos socio-culturais do turismo. Presentation at the *Visualidades e Visibilidades Conference*, June, Mirandela, Portugal.
3. **Morais, D. B.** (2000). Proven strategies to create customer loyalty. Invited presentation at *Confluence Convention*, December, Tampa, FL: America Outdoors.
2. **Morais, D. B.** (2000). O turismo de natureza em Portugal: Uma perspectiva Americana. Presentation at the *Semana do Turismo da Universidade Lusofona*, October, Lisbon, Portugal.
1. **Morais, D. B.** (1998, December). Sustainable development through rural tourism. Lecture given at the Universidade de Tras-os-Montes e Alto Douro, Chaves, Portugal.

2005 – ...	Editorial Board of <i>Tourism Review International</i>
2013	Article Editor for SAGE Open
2004 – 2009	Editorial Board of the <i>Journal of Travel Research</i>
2003 – 2006	Reviewer for <i>Butterworth-Heinemann Business Books, Elsevier</i>
2002 – 2006	Reviewer for the <i>Journal of Ecotourism</i>
2002 – 2005	Reviewer for <i>The International Ecotourism Society</i>
2004	Reviewer for the <i>Journal of Travel and Tourism Marketing</i>
2003 – 2004	Reviewer for <i>Tourism Management</i>
2000 – 2004	Reviewer for <i>Leisure Sciences</i>
2000 – 2003	Reviewer for the <i>Journal of Park and Recreation Administration</i>
2002 - ...	Reviewer for the <i>Travel and Tourism Research Association</i>
2000	Reviewer for the <i>Journal of Applied Recreation Research</i>
2000	Reviewer for the <i>Journal of Quality Assurance in Tourism & Hospitality</i>

MEMBERSHIP IN SCIENTIFIC COMMITTEES AND BOARDS

2012 - ...	Scientific committee – International Congress on Rural Tourism and Development: VIII CITURDES
2005 - ...	Academic Scholarship board – <i>Tourism Cares</i>
2011 - 2012	Board of directors – <i>North Carolina Tourism Education Foundation</i>
2011	Scientific committee – <i>Villes Thermales congress</i>
2009	Scientific committee – Sharing Cultures 2009: International Conference on Intangible Heritage

GRANTS AND CONTRACTS

2017-18	Center for Equine Research and Education Partnership study Brookings, C., Pasalar, C., & Morais, D. B. (co-PIs) Appalachian Regional Commission	\$80,000
2017-18	Indaba/Univ. of the Bahamas – NC State Univ. education and research exchange Brookings, C., Friend, C., & Morais, D. B. (co-PIs) Office of International Affairs, NC State University	\$5,000
2016-17	SMS / Web Communications Broker Bass, J., Morais, D. B. , Kilby, R. (co-PIs) Chancellor's Innovation Fund, NC State University	\$75,000
2016-17	Fork 2 Farmer project development	

	Jakes, S., Morais, D. B. , Lelekakcs, J., & Bowen, B. (co-PIs) NC State Cooperative Extension CRD	\$10,000
2016-17	Identifying the entrepreneurial needs and challenges of women in agritourism Barbieri, C., Jakes, S., Morais, D.B. , & Zering, K. (co-PIs) NC State's C. Natural Resources and C. Ag. & Life Sciences	\$128,059
2015	Bicycle Tourism Based Market Research for Central Park NC Morais, D. B. , Barbieri, C., & LaPan, C. (co-PIs) Piedmont Triad Regional Council (Prime: NC DoT)	\$23,999
2015-16	People-First Tourism engaged learning module Morais, D. B. NC State Faculty Development Office	\$1,000
2013-14	Information Science and Engineering for Sustainable and Equitable Economic Development – ISE ₄ SEED Morais, D. B. , Baker, T., Anyanwu-Ogan, K., & Murphy-Hill, E. (Co-PIs) NC State, Office of Research, Innovation and Economic Dev.	\$25,000
2013-14	Building collaborations for action-oriented research to transform poor communities in the Philippines de los Reyes III, F., Wallace, T., Morais, D., B. , McCord, M. (Co-PIs) NC State, Office of International Services	\$5,000
2013-14	Contingent Valuation of Multi-Functional Agricultural Landscapes Using Virtually Simulated Environments and Online Marketplaces Smith, J., Morais, D. B. , Barbieri, C., & Seekamp, E. (Co-PIs) NC State Faculty Research and Professional Development Program	\$4,000
2012-13	Web-based landowner application for Sentinel Lands Market-based Conservation Initiative Morais, D B. & Peterson, N. (Co-PIs) Department of Defense, US Marine Core	\$125,421
2012-13	Tourism information management and advanced analytics Brothers, G., Devine, H., & Morais, D B. (Co-PIs) NC State, Office of International Services	\$5,000
2012-13	NC People-First Tourism Morais, D. B. , PI North Carolina Rural Economic Development Center	\$75,000
2012-13	Inventoring non-consumptive utilitarian uses of coastal resources Morais, D. B. , PI, Rich, S. R., Leung, Y.-F., & Brothers, G. North Carolina Sea Grant	\$5,000
2012	Mobilities, identities and development in tourism Wallace, T., & Morais, D. B. (Co-PIs) NC State College of Humanities and Social Sciences	\$2,000

2011-15	Afghan Agricultural University Faculty Strengthening (AAUFS) Goldfarb, B., Robison, D., & Morais, D. B. Co-PIs Purdue University – US Agency for International Development	\$466,454
2010-11	Concept testing of Tour-WishVast: Strengthening rural livelihoods and well-being through tourism entrepreneurship and cellphone-enabled social networks Morais, D. B. & Heath, E. Co-PIs NC State and University of Pretoria International Programs	\$12,500
2008-09	Comparison of wildlife value orientations, quality of life, and perceived self-determination between CBNRM & non-CBNRM communities in Namibia Morais, D. B. PI, & Zinn, H. World Wildlife Fund and Margery Grant Whiting Center	\$21,500
2008-09	Boosting intercultural and academic learning abroad Morais, D. B. , PI, Ogden, A., & Buzinde, C. Penn State Schreyer Institute for Teaching Excellence & University Office of International Programs	\$35,000
2008-09	Capacity building and guide training for cultural tourism in Lushoto, TZ Morais, D. B. , PI, Kerstetter, D., Buzinde, C., & Semali, L. Tourism Cares for Tomorrow	\$10,000
2006-07	Promoting community sustainability and citizen resource stewardship through Hudson River Valley nature based tourism image branding Shuster, R., Kuehn, D., Morais, D. B. , Co-PIs New York Sea Grant Institute	\$139,415
2006-07	Southern Alleghenies visitor profile survey Kerstetter, D. PI, Morais, D. B. , & Buzinde, C. Southern Alleghenies Planning & Development Commission	\$40,000
2006	Infusing Asia-Pacific into the Recreation & Tourism Curriculum Morais, D. B. , PI International Programs at Penn State	\$1,500
2002	Customer Centered Marketing Plan: Interactive Manual Morais, D. B. , PI, Zillifro, T., & Kerstetter, D. America Outdoors	\$13,950
2002/03	Improvement of socio-economic well-being of ethnically diverse women and children in Yunnan, China Morais, D. B. , PI, Caldwell, L., Dowler, L., Kerstetter, D., & Yang, G. Children, Youth, and Families Consortium, Penn State	\$15,000
2001-02	A reexamination of loyalty in a cruise tourism context Morais, D. B. , PI, Kerstetter, D., & Yarnal, C. College of Health and Human Development, Penn State	\$6,890
2001-02	Resolving barriers for participation in outfitted trips Morais, D. B. , PI, Zillifro, T., & Nyaupane, G.	

	America Outdoors	\$12,965
2001	Tourism's potential to improve the quality of life in rural Yunnan, China Morais, D. B. , PI, Caldwell, L, Dowler, L., Kerstetter, D., & Yang, G. Children, Youth, and Families Consortium, Penn State	\$2,003

TEACHING

2011 - ...	Tourism, Community Health and Sustainability. Advanced doctoral seminar taught each Spring semester at NC State.
2011 - ...	Tourism, Poverty, and Health. Engaged undergraduate course taught each Fall semester at NC State.
2012 – 2014	Community-based Natural Resource Management and Entrepreneurship Information Sciences and Technology for Sustainable Development Modules of Issues in Global Sustainable Development course team-taught every-other Spring semester at NC State.
2011	Community-Based Natural Resource Management and Entrepreneurship. Module of Science and Technology for Global Sustainability course taught by team of NC State faculty for TERI University, India.
2008 - 2013	Tourism Behaviour Theory and Research. Intensive 1-week graduate seminar, Master de Turismo, Universidad de Vigo, Spain.
2000 – 2009	Tourism Foundations. Doctoral seminar taught each Fall semester at Penn State
2000 - 2008	Marketing of Recreation Services, undergraduate course taught each semester at Penn State
2000 – 2010	Introduction to Tourism. Undergraduate course taught each semester at Penn State
2007 – 2010	Recreation and Tourism Management. Capstone undergraduate course taught each semester at Penn State

GRADUATE STUDENT MENTORING

2016	Peroff, Deidre	PHD in PRT, North Carolina State University <i>The role of tourism microentrepreneurship and agricultural production in shaping stewardship of working lands in Guatemala's highlands and North Carolina's coastal plains</i>
2015	KC, Birendra	PHD in PRT, North Carolina State University <i>Examining networks, social capital, and social influence among wildlife tourism microentrepreneurs in coastal North Carolina</i>
2014	Mao, Yuchen	PHD in PRT, North Carolina State University <i>Spatial analysis of tourism microentrepreneurship and poverty in North Carolina and its neighboring states</i>

- 2014 LaPan, Chantell PHD in PRT, North Carolina State University
Communitarian microentrepreneurship and gender in the Maya touristscape
- 2012 Rodrigues, Aurea Doutoramento em Tourism, Universidade de Aveiro
Constraints, nostalgia and North Americans' visits to rural Europe
- 2010 Wang, Yasong PHD in RPTM, The Pennsylvania State University
The examination of identity construction in tourism representation discourse
- 2010 Ogden, Anthony PHD in International Education, The Pennsylvania State University
Education abroad and the making of global citizenship
- 2009 Zillifro, Stacy PHD in RPTM, The Pennsylvania State University
Congruence between customers and provider's environmental values as antecedents of relationship intensity
- 2007 Bandyopadhyay, Ranjan PHD in RPTM, The Pennsylvania State University
Religion and identity in India's heritage tourism
- 2004 Lin, Chung-Hsien PHD in PRTM, The Pennsylvania State University
Cognitive distance and tourist image as antecedents of destination choice
- 2004 Lin, Jiin-Ling MS in RPTM, The Pennsylvania State University
Motivations of hot springs tourists in Taiwan: The case of the Tai-An hot springs
- 2003 Lin, Yin-Shin MS in RPTM, The Pennsylvania State University
Comparing the antecedents and outcomes of loyalty among Taiwanese young summer camp participants
- 2003 Foster, Josiah MS in RPTM, The Pennsylvania State University
Leisure, ritual, and free spaces: An interpretive analysis of the Penn State University tailgate party phenomenon

PROFESSIONAL MEMBERSHIP

- 2014 – present Member of the Academy of Outstanding Faculty Engaged in Extension
- 2011 – present Member of the International Union of Forest Research Organizations
- 2007 – 2016 Associate Researcher of the Centro de Estudos Transdisciplinares para o Desenvolvimento, Universidade de Tras-os-Montes e Alto Douro, PT
- 2007 – 2009 Member of the Associação Portuguesa de Turismologia
- 2005 – 2009 Member of the Portuguese Observatório da China
- 2005 – 2010 Member of the Travel and Tourism Research Association
- 2005 – 2010 Member of The International Ecotourism Society
- 2005 – 2007 Member of the Asia Pacific Tourism Association

1999 – present Member of the Portuguese American Professionals Society
1998 – 2005 Member of the National Recreation and Parks Association

LANGUAGE PROFICIENCY

Portuguese	Fluent
English	Fluent
Spanish	Fluent
French	Intermediate