

WHITNEY KNOLLENBERG, Ph.D.

Associate Professor & Department Extension Leader
Department of Parks, Recreation, and Tourism Management
North Carolina State University
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Raleigh, NC 27695
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HIGHLIGHTS

- *Published 35 refereed journal articles*
- *Participated in projects supported by \$2,224,018 in grant funding*
- *Led 10 undergraduate courses*
- *Contributed to 105 peer reviewed conference presentations*
- *Received the 2020 College of Natural Resources Outstanding Extension Award*
- *Received the 2018 Travel and Tourism Research Association Rising Star Award*

RESEARCH INTERESTS

- *Leaders' influence in sustainable tourism planning and development*
- *The role of tourism stakeholders in communicating the value of tourism*
- *Partnership creation in sustainable tourism development*
- *The role of food and agriculture in sustainable tourism development*

EDUCATION

Virginia Polytechnic Institute and State University, Blacksburg, VA

Ph.D. 2015

Major: Hospitality and Tourism Management

Certificate: Collaborative Community Leadership

Dissertation: Exploring Tourism Advocates' Relationship with Tourism Industry Members through a Political Model of Leadership

Dissertation Committee Members: Dr. Nancy Gard McGehee (chair), Dr. Rick Perdue, Dr. Kathleen Andereck, Dr. Max Stephenson

East Carolina University, Greenville, NC

M.S. 2011

Major: Sustainable Tourism

Thesis: Residents' Attitudes towards Sustainable Tourism Development in Coastal Communities

Thesis Committee Members: Dr. Joe Fridgen (chair), Dr. Huili Hao, Dr. Tom Crawford

Michigan State University, East Lansing, MI

B.S. 2009

Major: Parks, Recreation, and Tourism Resources

Minor: Environmental Studies

RESEARCH PUBLICATIONS

**indicates students who worked under my supervision*

Refereed Journal Articles

- Vila, O., Cutts, B., **Knollenberg, W.**, & Rivers, L. (2023). Environmental justice in disaster recovery: Recognition of the Latinx community by nonprofit leaders. *Climate Risk Management*, DOI: 10.1016/j.crm.2023.100502.
- Brune, S., **Knollenberg, W.**, & Vila, O. (2023). Agritourism resilience during the COVID-19 crisis. *Annals of Tourism Research*, 99, 103538. DOI: 10.1016/j.annals.2023.103538.
- Gil Arroyo, C.*, Barbieri, C., **Knollenberg, W.**, & Kline, C. (2023). Can craft beverages shape a destination's image? A cognitive intervention to measure pisco-related resources on conative image. *Tourism Management*, 95, 104677. DOI: 10.1016/j.tourman.2022.104677.
- Vukomanovic, J., Barbieri, C., **Knollenberg, W.**, Yoshizumi, A., & Gil Arroyo, C.* (2022). To travel or not to travel during COVID-19? The influence of political ideology on travel intentions in the USA. *Annals of Tourism Research Empirical Insights*, 3(2). DOI: 10.1016/j.annale.2022.100078.
- Kline, C., **Knollenberg, W.**, Boley, B.B., & Jordan, E. (2022). Personal factors influencing US travelers' sentiments toward travel policies to Cuba. *Journal of Tourism Insights*, 12(1). DOI: 10.9707/2328-0824.1238
- Post, H.*, **Knollenberg, W.**, Schroeder, A., Seekamp, E., & Freeze, J. (2022). Strategies for building diverse tourism advocates. *Tourism Management Perspectives*. DOI: 10.1016/j.tmp.2022.100967
- Reilly, C., Stevenson, K., Warner, W., Park, T., **Knollenberg, W.**, Lawson, D., Brune, S. & Barbieri, C. (2022). Agricultural and environmental education: a call for meaningful collaboration in a US context. *Environmental Education Research*, 28(9), 1410-1422.
- Brune, S.*, **Knollenberg, W.**, Stevenson, K. T., & Barbieri, C. (2022). Investigating predictors of public and private sphere sustainable behaviors in the context of agritourism. *Sustainability*, 14(2), 663. DOI: 10.3390/su14020663
- Knollenberg, W.**, Brune, S.*, Harrison, J., & Savage, A. (2021). Identifying a community capital investment portfolio to sustain a tourism workforce. *Journal of Sustainable Tourism*. DOI: 10.1080/09669582.2021.1890094
- Knollenberg, W.**, Duffy, L., Kline, C., & Lee, G. (2021). Creating competitive advantage for food tourism destinations through food and beverage experiences. *Tourism Planning and Development*, 18(4), 379 – 397. DOI:10.1080/21568316.2020.1798687

- Brune, S.*, **Knollenberg, W.**, Stevenson, K. T., Barbieri, C., & Schroeder-Moreno, M. (2021). The influence of agritourism experiences on consumer behavior towards local food. *Journal of Travel Research*, 60(6), 1318 – 1332. DOI: 10.1177/0047287520938869
- Soulard, J., McGehee, N. G., & **Knollenberg, W.** (2021). Developing and testing the transformative travel experience scale (TTES). *Journal of Travel Research*, 60(5), 923 – 946. DOI: 10.1177/0047287520919511
- Knollenberg, W.**, Gil Arroyo, C.*, Barbieri, C., & Boys, K. (2021). Craft beverage tourism development: The contributions of social capital. *Journal of Destination Marketing and Management*, 20. DOI: 10.1016/j.jdmm.2021.100599
- Gil Arroyo, C.*, **Knollenberg, W.**, & Barbieri, C. (2021). Inputs and outputs of craft-beverage tourism: The Destination Resource Acceleration Framework. *Annals of Tourism Research*, 86. DOI: 10.1016/j.annals.2020.103102
- Knollenberg, W.**, McGehee, N. G., Perdue, R. R., & Andereck, K. L. (2021). We're all in this together: Understanding how tourism advocates build relationships across the tourism industry. *Journal of Travel Research*, 60(2), 235 – 250. DOI: 10.1177/0047287520906216
- Knollenberg, W.**, Brune, S.*, Harrison, J., & Savage, A. (2021). Strategies to facilitate the integration of Hispanic migrants in a tourism-dependent community. *Journal of Policy Research in Tourism, Leisure, and Events*, 13(1), 1 – 19. DOI: 10.1080/19407963.2019.1592827
- Knollenberg, W.**, Kline, C., Jordan, E. J., & Boley, B. B. (2020). Will US travelers be good guests to Cuba? Examining US traveler segments' sustainable behavior and interest in visiting Cuba. *Journal of Destination Marketing and Management*, 18. DOI: 10.1016/j.jdmm.2020.100505
- Carrillo, B., Barbieri, C., **Knollenberg, W.**, & Edwards, M. (2020). The stress from my tour leading job: Differences between genders. *Journal of Hospitality and Tourism Management*, 44, 211 – 214. DOI: doi.org/10.1016/j.jhtm.2020.06.013
- Knollenberg, W.** & Schroeder, A. (2020). The power of data and coalitions to tell a compelling story about the value of parks, recreation, and tourism. *Journal of Park and Recreation Administration*, 38(4), 145 – 153. DOI:10.18666/JPRA-2020-10172
- Brune, S.*, **Knollenberg, W.**, Stevenson, K. T., & Barbieri, C. (2020). U-pick farms: Harvesting more than pumpkins. *Journal of Park and Recreation Administration*, 38(4), 135 – 144. DOI: 10.18666/JPRA-2020-10038
- Brune, S.*, Stevenson, K. T., **Knollenberg, W.**, & Barbieri, C. (2020). Development and validation of a children's agricultural literacy instrument for local food. *Journal of Agricultural Education*, 61(3), 233 – 260. DOI: 10.5032/jae.2020.0300233

- Carrillo, B., Barbieri, C., **Knollenberg, W.**, & Edwards, M. (2020). Tour leading in South America: Job inputs and outcomes. *Journal of Travel Research*, 59 (7), 1316 – 1330. DOI: 10.1177/0047287519880018
- Benjamin, S., **Knollenberg, W.**, & Chen, R. (2019). Making sure they have the time of their lives: Identifying co-creation opportunities at the Dirty Dancing Festival. *Events Management*, 23 (4 – 5), 613 – 626. DOI: 10.3727/152599519X15506259855706
- Barbieri, C., Stevenson, K. T., & **Knollenberg, W.** (2019). Broadening the utilitarian epistemology of agritourism research through children and families. *Current Issues in Tourism*, 22(19), 2333 – 2336. DOI: 10.1080/13683500.2018.1497011
- Gil Arroyo, C.*, Barbieri, C., Sotomayor, S., & **Knollenberg, W.** (2019). Cultivating women's empowerment through agritourism: Evidence from Andean communities. *Sustainability*, 11(11), 3058 – 3072. DOI: 10.3390/su11113058
- Kline, C., Lee, S. J., & **Knollenberg, W.** (2018). Segmenting foodies for a foodie destination. *Journal of Travel and Tourism Marketing*, 35(9), 1234 – 1245. DOI: 10.1080/10548408.2018.1488647
- Soulard, J., **Knollenberg, W.**, Boley, B. B., Perdue, R. R., & McGehee, N. G. (2018). Social capital and destination strategic planning. *Tourism Management*, 69, 189 – 200. DOI: 10.1016/j.tourman.2018.06.011
- Moran, C., Boley, B. B., Woosnam, K. M., Jordan, E. J., Kline, C., & **Knollenberg, W.** (2018). The battle of the socials: Which socially symbolic factors best predict intent to travel? *Tourism Management*, 68, 324 – 327. DOI: 10.1016/j.tourman.2018.03.023
- Slocum, S. L., **Knollenberg, W.**, & Kline, C. (2018). Demand for specialty food initiatives: Considerations for meeting planning and destination management. *Journal of Gastronomy and Tourism*, 3(1), 17 – 30. DOI: 10.3727/216929718X15193195617782
- Boley, B. B., Jordan, E. J., Kline, C., & **Knollenberg, W.** (2018). Social return and intent to travel. *Tourism Management*, 64, 119 – 128. DOI: 10.1016/j.tourman.2017.08.008
- Jordan, E. J., Boley, B. B., **Knollenberg, W.**, & Kline, C. (2018). Predictors of intention to travel to Cuba across three time horizons: An application of the theory of planned behavior. *Journal of Travel Research*, 57(7), 981 – 993. DOI: 10.1177/0047287517721370
- Knollenberg, W.**, Smith, S. A., & De Soto, A. (2016). Virginia Tech's Sustainability Institute: Preparing students for careers in sustainability. *Sustainability: The Journal of Record*, 9(4), 171 – 177. DOI: 10.1089/sus.2016.29053.wk
- McGehee, N. G., **Knollenberg, W.**, & Komorowski, A. (2015). The central role of leadership in rural tourism development: A theoretical framework and case studies. *Journal of Sustainable Tourism*, 23(8-9), 1277 – 1297. DOI: 10.1080/09669582.2015.1019514

McGehee, N. G., Kline, C., & **Knollenberg, W.** (2014). Social movements and tourism-related local action. *Annals of Tourism Research*, 48, 140 – 155. DOI: 10.1016/j.annals.2014.06.004

Knollenberg, W., McGehee, N. G., Boley, B. B. & Clemmons, D. (2014). Motivation-based transformative learning and potential volunteer tourists: Facilitating more sustainable outcomes. *Journal of Sustainable Tourism*, 22(6), 922 – 941. DOI: 10.1080/09669582.2014.902065

Book Chapters and Contributions

Knollenberg, W. (2017). Socio-cultural issues related to tourism. In L. Lowry (Ed.) *The SAGE International Encyclopedia of Travel and Tourism*. Thousand Oaks, CA: Sage.

McGehee, N. G., **Knollenberg, W.**, & Komorowski, A. (2016). Social capital and leadership in rural tourism development. In E. Kastenholz, M. J. Carneiro, C. Eusebio, and E. Figueiredo (Eds.), *Meeting Challenges for Rural Tourism Through Co-Creation of Sustainable Tourism Experiences* (pp. 201-222). Newcastle upon Tyne, UK: Cambridge Scholars Publishing.

Kline, C., **Knollenberg, W.**, & Deale, C. (2014). Tourism's relationship with ethical food systems: Fertile ground for research. In C. Weeden and K. Boluk (Eds.), *Managing Ethical Consumption in Tourism* (pp. 104 – 121). New York, NY: Routledge.

Technical Reports for Funders

Savage, A., **Knollenberg, W.**, Seekamp, E., Cutts, B., Russell, Z. (2023). *Blueprint for a virtual community-based disaster preparedness hub*. Report prepared for North Carolina Sea Grant.

Knollenberg, W., Barbieri, C., Riley, C.*, Lappas, C.*, & Stroker, A.* (2022). *Strategies to strengthen agritourism in North Carolina's western region*. Report prepared for the Appalachian Regional Commission.

Savage, A., **Knollenberg, W.**, & Parajuli, R. (2022). *2021 Clayton harvest festival economic impact and community contribution study*. Report prepared for the Clayton Chamber of Commerce.

Brune, S., Vila, O., Lawson, D., & **Knollenberg, W.** (2021). *Family farm resilience under COVID-19 restrictions in North Carolina*. Report prepared for the Natural Hazards Center.

Post, H.* & **Knollenberg, W.** (2020). *Measuring the impact of community engagement strategies with GRCVB stakeholders*. Report prepared for the Greater Raleigh Convention and Visitors Bureau.

- Knollenberg, W.,** Lee, K., & Barbieri, C. (2020). *Economic impact study of organized youth camping in North Carolina*. Report prepared for the North Carolina Youth Camp Association.
- Gil Arroyo, C.*, **Knollenberg, W.,** Barbieri, C., Boys, K., & Stroker, A.* (2019). *The inputs and outputs of Wake County's craft beverage industry: Creating a model for craft beverage tourism development*. Report for NC State University's Office of Outreach and Engagement.
- Knollenberg, W.,** Tweedie, D., Harrison, J., Savage, A.*, & Brune, S.* (2018). *Identifying community capitals for a sustainable tourism workforce on Ocracoke Island*. Report for NC Sea Grant.
- Benjamin, S. & **Knollenberg, W.** (2017). *Results and recommendations from an evaluation of the 2017 Dirty Dancing Festival*. Report for Dirty Dancing Festival event organizers.
- McGehee, N.G., **Knollenberg, W.,** Boley, B., & Clemmons, D. (2012) *Voluntourism survey II report*. Report prepared for Voluntourism.org.
- Hao, H., Long, P., **Knollenberg, W.,** Landry, C., & Crawford, T. (2012). *Tourism impacts and second home development in coastal counties: A sustainable approach*. Report prepared for North Carolina Sea Grant.
- Knollenberg, W.,** Hao, H., Long, P., Smith, C., Kain, D., Powers, R., & Wilson, K. (2011). *Employers' and managers' perception of drilled oil risks for coastal North Carolina's tourism-impacted businesses and organizations*. Report prepared for North Carolina Sea Grant.

ENGAGEMENT AND EXTENSION PUBLICATIONS

**indicates students who worked under my supervision*

Tourism Industry Reports

- Schroeder, A. & **Knollenberg, W.** (2023). *Actionable advocacy insight: The Perceived effectiveness of advocacy strategies*. DOI: <https://doi.org/10.52750/220764>
- Knollenberg, W.** & Schroeder, A. (2022). *Actionable advocacy insight: Involving a broad and diverse range of stakeholders in advocacy*. DOI: <https://doi.org/10.52750/210830>
- Knollenberg, W.** & Schroeder, A. (2022). *Actionable advocacy insight: Communicating the value of tourism*. DOI: <https://doi.org/10.52750/148130>

Extension Factsheets

Brune, S.* , Vila, O., Lawson, D., & **Knollenberg, W.** (2021) *Four lessons to build resilience in agritourism*. Agricultural Publication AG-901 (Factsheet). North Carolina Cooperative Extension Service, Raleigh, NC. Available on-line at: <https://content.ces.ncsu.edu/four-lessons-to-build-resilience-in-agritourism>

Brune, S.* , **Knollenberg, W.**, Barbieri, C., Stevenson, K. T., Reilly, C., Strnad, R., & Driscoll, L. (2021). *Cultivating local foods consumers: Using agritourism to promote local foods*. Agricultural Publication AG-866 (Factsheet). North Carolina Cooperative Extension Service, Raleigh, NC.
<https://content.ces.ncsu.edu/cultivating-local-foods-consumers-using-agritourism-to-promote-local-foods>

Gil Arroyo, C.* , **Knollenberg, W.**, Barbieri, G., Boys, K., & Stroker, A.* (2019). *Creating the perfect blend: Community resources needed to support a sustainable craft beverage industry*. Agricultural Publication AG-866 (Factsheet). North Carolina Cooperative Extension Service, Raleigh, NC. Available online at:
<https://content.ces.ncsu.edu/creating-the-perfect-blend-community-resources-needed-to-support-a-sustainable-craft-beverage-industry>

RESEARCH PRESENTATIONS

**indicates students who worked under my supervision*

Invited Research Presentations

Brune, S.* , Vila, O., Lawson, D., & **Knollenberg, W.** (2020, July). *Family farms resilience and challenges under COVID-19 containment measures in North Carolina: Preliminary findings*. Oral presentation at Researchers Meetings of the Natural Hazards Center, Boulder, CO.

Barbieri, C., Brune, S.* , Stevenson, K. T., **Knollenberg, W.**, & Reilly, C. (2019, November). *Agritourism as a catalyst to increase knowledge and consumption of local foods: Truth or myth?* Oral presentation at the Faculty Seminar, Department of Applied Economy, Universidad de las Islas Baleares – Palma, Spain.

Barbieri, C., & **Knollenberg, W.** (2019, November). *Reivindicando el moonshine: Turismo y patrimonio inmaterial en los Apalaches*. Oral presentation at the II Congreso Internacional de Patrimonio Colectivo Inmaterial, Valencia, Spain.

Barbieri, C., Gil Arroyo, C.* , Sotomayor, S., & **Knollenberg, W.** (2019, November). *Turismo vivencial en comunidades quechuas del Perú: Género y cultura viva*. Oral presentation at the Encuentro Internacional sobre Turismo, Pueblos Indígenas y Patrimonio Cultural, Universidad de Alicante, Alicante, Spain.

Knollenberg, W. (2019, September). *From moonshine to oysters: Four stories of food and beverage tourism development in North Carolina*. Oral presentation at the University of Georgia Warnell School of Forestry Seminar Series, Athens, GA.

Knollenberg, W., & Taylor, M. (2019, June). *Festonomics FAQs*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Melbourne, Australia.

Invited Research Panelist

Travel and Tourism Research Association Annual International Conference (2021, June).
Supporting local: How DMOs supported local businesses through the COVID-19 crisis and measuring those efforts.

Peer-Reviewed Research Presentations

Yeager E., **Knollenberg, W.**, Barbieri, C., Harrison, J. (2022, September). *Assessing oyster risk perception and demand for the North Carolina Oyster Trail*. Oral presentation at the Southeastern Travel and Tourism Research Association conference, Concord, NC.

Smith, E. *, **Knollenberg, W.**, Savage, A., Seekamp, E., & Lee, K. (2022, September). *Understanding the perceived impacts revenue-generating and use-dispersion strategies have on North Carolina State Park gateway community stakeholders*. Oral presentation at the Southeastern Travel and Tourism Research Association conference, Concord, NC.

Schroeder, A. & **Knollenberg, W.** (2022, September). *Actionable advocacy insights: Informing your strategies to share the value of tourism*. Poster presentation at the Southeastern Travel and Tourism Research Association conference, Concord, NC.

Driscoll, L., Riedel, J., Brune, S., Stevenson, K. T., **Knollenberg, W.**, & Barbieri, C. (2022, July). *Farm field trips to grow student interest in agriculture and local foods*. Oral presentation at the American Society of Horticultural Science Annual Conference. Chicago, IL.

Seekamp, E., **Knollenberg, W.**, Patterson, V., Cutts, B., & McCreary, A. (2022, June). *Exploring information processing motives for disaster recovery decisions in two remote island communities in North Carolina*. Oral presentation at the International Association for Society and Natural Resources Annual Conference, San Jose, Costa Rica.

Barbieri, C., Brune, S., Stevenson, K. T., **Knollenberg, W.**, & Reilly, C. (2022, June). *Does agritourism increase children's agricultural literacy? Preliminary insights*. Oral presentation at the at the Travel and Tourism Research Association Annual Conference, Victoria, Canada.

Yeager, E., **Knollenberg, W.**, Barbieri, C., & Harrison, J. (2022, June). *Assessing demand for the North Carolina oyster trail*. Oral presentation at the at the Travel and Tourism Research Association Annual Conference, Victoria, Canada.

- Riley, C.*, Stroker, A.*, **Knollenberg, W.**, & Barbieri, C. (2022, June). *Help me to help you: Finding synergies between Destination Marketing Organizations and agritourism stakeholders*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Victoria, Canada.
- Smith, E.*, **Knollenberg, W.**, Savage, A., Lee, K., & Seekamp, E. (2022, June). *A systematic review to explore how pricing strategies may contribute to managing overtourism in state parks*. Oral presentation at the at the Travel and Tourism Research Association Annual Conference, Victoria, Canada.
- Smith, E.*, **Knollenberg, W.**, Savage, A., Chen, P., Kim, J., Lee, K., Supak, S., & Seekamp, E. (2022, April). *Identifying commonalities in pricing as a strategy to manage overtourism and park visitation and promote equitable access*. Poster presentation at the National Environment and Recreation Research Symposium, Annapolis, MD.
- Gil Arroyo, C.*, Barbieri, C., & **Knollenberg, W.** (2022, April). *Will they come for the pisco? Craft beverage tourism's influence on destination image*. Oral presentation at the National Environment and Recreation Research Symposium, Annapolis, MD.
- Brune, S., Barbieri, C., **Knollenberg, W.**, Stevenson, K. T., & Reilly, C. (2022, April). *Nurturing local food systems through agritourism: Educational and marketing perspectives*. Poster presentation at the 32nd National Environment and Recreation Research Symposium, Annapolis, MD.
- van de Velde, J.*, **Knollenberg, W.**, Seekamp, E., Cutts, B. B., Patterson, V., McCreary, A., McKee, P.* (2022, March). *An initial examination of the potential for place attachment and social cohesion to influence risk perceptions and recovery decisions in coastal communities*. Poster presentation at the Southeast Environment and Recreation Research Conference, Asheville, NC.
- Reilly, C., Stevenson, K. T., Brune, S., **Knollenberg, W.**, Barbieri, C., & Cutts, B. (2021, October). *What we bring to the table: Influences on youth agricultural literacy in North Carolina*. Poster presentation at the North American Association for Environmental Education Research Symposium, virtual.
- Riley, C.*, **Knollenberg, W.**, Barbieri, C. (2021, September). *Opportunities to improve agritourism marketing: Applying the marketing mix to agritourism experiences in Western North Carolina*. Oral presentation at the Southeast Chapter of the Travel and Tourism Research Association Annual Conference & Tourism Research Symposium, Spartanburg, SC.
- English, A.*, Brune, S., **Knollenberg, W.**, Stevenson, K., Reilly, C., & Barbieri, C. (2021, September). *Measuring the impact of virtual agritourism experience on children's agricultural literacy: Preliminary findings*. Poster presentation at the Southeast Chapter of

the Travel and Tourism Research Association Annual Conference & Tourism Research Symposium, Spartanburg, SC.

Brune, S., **Knollenberg, W.**, Stevenson, K., Reilly, C., & Barbieri, C. (2021, June). *The potential of agritourism to increase food citizenship*. Oral presentation at the Critical Tourism Studies North America Conference, Convened Virtually.

Post, H.*, **Knollenberg, W.**, & Schroeder, A. (2021, June). *Centering advocacy on the value of tourism: The need for a shared understanding of advocacy in the tourism industry*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Convened Virtually.

Powell, R.* & **Knollenberg, W.** (2021, June). *A proposed examination of the emotional labor of tour guides who interpret the history of enslavement*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Convened Virtually.

Yeager, E., **Knollenberg, W.**, Barbieri, C., & Harrison, J. (2021, June). *Improving the North Carolina Oyster Trail by matching supply and demand data: Lessons learned from COVID-19 adaptations*. Poster presentation at the Travel and Tourism Research Association Annual Conference, Convened Virtually.

Gil Arroyo, C.*, **Knollenberg, W.**, Barbieri, C., & Kline, C. (2021, June). *The role of context in destination image formation: Craft beverage tourism in Ica, Peru*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Convened Virtually.

Brune, S.*, **Knollenberg, W.**, Stevenson, K. T., Reilly, C., Vila, O., & Barbieri, C. (2021, June). *Strategies for increasing resilience in tourism operations: Lessons from agritourism*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Convened Virtually.

Patterson, V., **Knollenberg, W.**, Seekamp, E., Cutts, B., McCreary, A., & McKee, P.* (2021, May). *Opportunities for collaborative climate adaptation: Preliminary findings on the impacts of compounded crises on remote, tourism-dependent coastal communities*. Oral presentation at the Carolinas Climate Resilience Conference, Durham, NC.

McKee, P.*, **Knollenberg, W.**, Seekamp, E., Cutts, B., McCreary, A., & Patterson, V. (2021, May). *Reporting on hurricanes in the Tarheel State: How news media in remote coastal communities address disaster preparation and recovery policy*. Poster presentation at the Carolinas Climate Resilience Conference, Durham, NC.

Riley, C.*, **Knollenberg, W.**, & Barbieri, C. (2021, March). *The value of culture in agritourism: Benefits to telling agricultural stories in agritourism*. Oral presentation at the Southeast Environment and Recreation Research Conference, Convened Virtually.

Post, H.*, **Knollenberg, W.**, Stewart, A., & Schroeder, A. (2020, November). *Sticking together: Insights from membership associations responding to policy decisions*. Oral presentation at

the Association for Research on Nonprofit Organizations and Voluntary Action, Convened Virtually.

Reilly, C., Stevenson, K. T., Brune, S., **Knollenberg, W.**, & Barbieri, C. (2020, October). *Growing together: Opportunities for collaboration between agricultural and environmental education*. Research roundtable presentation at the North American Association for Environmental Education Research Symposium, Tucson, AZ.

Reilly, C., Stevenson, K.T., Brune, S., **Knollenberg, W.**, & Barbieri, C. (2020, September). *Resetting the table: The role of family in youth agricultural literacy*. Poster presentation at the Environmental Educators of North Carolina Research Symposium, Hendersonville, NC.

Reilly, C., Stevenson, K. T., Brune, S.*, **Knollenberg, W.**, & Barbieri, C. (2020, June). *Bringing home more than the produce: Outcomes from farm-based learning experiences among North Carolina youth*. Poster presentation at the International Symposium for Society and Resource Management, Cairns, Australia. (Conference cancelled).

Knollenberg, W., Carstens, M., Harrison, J., Yeager, E., & Barbieri, C. (2020, June). *Growing the North Carolina Oyster Trail (NCOT): A mixed method approach*. Poster presentation at the Travel and Tourism Research Association International Conference, Victoria, Canada. (Conference cancelled).

Brune, S.*, **Knollenberg, W.**, Stevenson, K. T., Reilly, C., & Barbieri, C. (2020, June). *Beyond attitude change: Agritourism as a setting to explore tourism experiences' impact on intended behaviors*. Oral presentation at the Travel and Tourism Research Association International Conference, Victoria, Canada. (Conference cancelled).

Gil Arroyo, C.*, **Knollenberg, W.**, & Barbieri, C. (2020, June). *Mixing community capitals and creative placemaking for craft beverage tourism development*. Oral presentation at the Travel and Tourism Research Association International Conference, Victoria, Canada. (Conference cancelled).

Knollenberg, W., Schroeder, A., & Post, H.*. (2020, June). *Initial steps towards understanding advocacy planning efforts in the tourism industry*. Oral presentation at the Travel and Tourism Research Association International Conference, Victoria, Canada. (Conference cancelled).

Reilly, C., Stevenson, K. T., Brune, S.*, Warner, W., Park, T., **Knollenberg, W.**, & Barbieri, C. (2020, May). *Agricultural literacy: The influence of family and identity among youth*. Poster presentation at the American Association for Agricultural Education Annual Conference, Oklahoma City, OK.

Carstens, M., Yeager, E., **Knollenberg, W.**, Barbieri, C., Harrison, J., & Leibach, J. (2020, April). *Mariculture tourism: Introducing a process to cultivate coastal community supply and*

demand. Poster presentation at the National Environmental and Recreation Research Symposium, Annapolis, MD. (Conference cancelled).

Brune, S.*, **Knollenberg, W.**, Stevenson, K. T., Reilly, C., & Barbieri, C. (2020, April). *Growing new markets: The contribution of agritourism to local food consumption*. Oral presentation at the National Environment and Recreation Research Symposium, Annapolis, MD. (Conference cancelled).

Reilly, C., Stevenson, K. T., Brune, S., **Knollenberg, W.**, & Barbieri, C. (2020, April). *Growing our future: Agricultural literacy among North Carolina youth and their families*. Oral presentation at the National Environment and Recreation Research Symposium, Annapolis, MD. (Conference cancelled).

Gil Arroyo, C.*, **Knollenberg, W.**, & Barbieri, C. (2020, April). *Creative place-making and Community Capitals Framework: Finding the perfect blend for the sustainable development of craft-beverage tourism*. Oral presentation at the National Environment and Recreation Research Symposium, Annapolis, MD. (Conference cancelled).

Post, H.*, **Knollenberg, W.**, & Schroeder, A. (2020, April). *Using co-management theory to conceptualize strategies for the creation of tourism advocates*. Poster presentation at the National Environment and Recreation Research Symposium, Annapolis, MD. (Conference cancelled).

Knollenberg, W., & Post, H.* (2020, February). *Initial findings on the use of community engagement strategies to cultivate tourism advocates*. Oral presentation at the Southeast Travel and Tourism Research Association/Southeast Tourism Society Connections Conference, Little Rock, AR.

Stroker, A.*, & **Knollenberg, W.** (2020, February). *Appreciative Inquiry as a framework for rural tourism development research*. Poster presentation at the Southeast Travel and Tourism Research Association/Southeast Tourism Society Connections Conference, Little Rock, AR.

Herlihy, M.*, & **Knollenberg, W.** (2020, February). *Utilizing lived experiences in rural tourism development research: A case from Senegal*. Poster presentation at the Southeast Travel and Tourism Research Association/Southeast Tourism Society Connections Conference, Little Rock, AR.

Long, A.*, & **Knollenberg, W.** (2020, February). *An investment that lasts: Growing the tourism workforce through improved internship programs*. Poster presentation at the Southeast Travel and Tourism Research Association/Southeast Tourism Society Connections Conference, Little Rock, AR.

Harrison, J., **Knollenberg, W.**, Yeager, E., Barbieri, C., Carstens, M., & Leibach, J. (2020, February). *Mariculture tourism: Cultivating consumer demand and coastal community supply*. Oral presentation at the Aquaculture America 2020 Conference, Honolulu, HI.

- Gil Arroyo*, C., **Knollenberg, W.**, Barbieri, C., & Boys, K. (2019, July). *The impact of social capital on craft beverage tourism*. Oral presentation at the Agricultural and Applied Economics Association Annual Meeting, Atlanta, GA.
- Barbieri, C., **Knollenberg, W.**, & Gil Arroyo, C.* (2019, June). *An analytical systems framework for tourism product development: Reflections from the craft-beverage tourism*. Oral presentation at the Critical Tourism Studies Conference, Ibiza, Spain.
- Barbieri, C., Stevenson, K., **Knollenberg, W.**, & Brune, S.* (2019, June). *Sowing the seeds of a local foods revolution: Agritourism as an agent of change*. Oral presentation at the Critical Tourism Studies Conference, Ibiza, Spain.
- Knollenberg, W.**, Brune, S.*, Harrison, J., & Savage, A. (2019, June). *Building a community for all: Evidence of immigrant employee integration in a tourism-dependent community*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Melbourne, Australia.
- Brune, S.*, **Knollenberg, W.**, Stevenson, K. T., & Barbieri, C. (2019, June). *Picking pumpkins, changing behaviors: How agritourism can influence consumer behavior towards local foods*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Melbourne, Australia.
- Knollenberg, W.** & Schroeder, A. (2019, April). *Using research to build coalitions for the greater good of parks, recreation, and tourism*. Workshop at the National Environmental and Recreation Research Symposium, Annapolis, MD.
- Brune, S.*, **Knollenberg, W.**, Harrison, J., & Savage, A.* (2019, April). *Working in paradise: Resources and strategies supporting the tourism workforce in Ocracoke, NC*. Oral presentation at the National Environmental and Recreation Research Symposium, Annapolis, MD.
- Brune, S.*, **Knollenberg, W.**, Stevenson, K. T., & Barbieri, C. (2019, April). *U-pick farms: Harvesting more than pumpkins?* Oral presentation at the National Environmental and Recreation Research Symposium, Annapolis, MD.
- Gil Arroyo, C.*, **Knollenberg, W.**, & Barbieri, C. (2019, April). *Blending creative place-making and the Community Capitals Framework in the context of craft-beverage tourism*. Poster presentation at the National Environmental and Recreation Research Symposium, Annapolis, MD.
- Gil Arroyo, C.*, **Knollenberg, W.**, & Barbieri, C. (2019, March). *Building craft-beverage tourism on the foundation of social capital*. Oral presentation at the Southeast Travel and Tourism Research Association Annual Conference, Daytona Beach, FL.
- Knollenberg, W.**, Brune, S.*, Harrison, J., & Savage, A.* (2019, March). *The importance of tourism ambassadors for seasonal tourism destinations*. Oral presentation at the Southeast Travel and Tourism Research Association Annual Conference, Daytona Beach, FL.

- Stevenson, K. T., Grether, E. K., **Knollenberg, W.**, Brune, S.*, Barbieri, C. (2018, October). *Adapting an environmental literacy framework to measure agricultural literacy*. Poster presentation at North American Association for Environmental Education, Spokane, WA.
- Brune, S.***, Stevenson, K. T., Knollenberg, W., Grether, E. K., & Barbieri, C. (2018, September). *Approaching common ground: Measuring agricultural literacy using an environmental literacy model*. Poster presentation at Environmental Educators of North Carolina conference, Durham, NC.
- Knollenberg, W.**, Kline, C., Jordan, E. J., & Boley, B.B. (2018, June). *Will they be good guests?: Examining Cuba's US traveler segments through sustainable travel behaviors*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Coral Gables, FL.
- Benjamin, S. & **Knollenberg, W.** (2018, June). *I didn't have the time of my life: Qualitative data collection challenges at the 2017 Dirty Dancing Festival*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Coral Gables, FL.
- Brune, S.*, **Knollenberg, W.**, Stevenson, K. T., Grether, E. K., & Barbieri, C. (2018, June). *Introducing a framework to assess agritourism's impact on agricultural literacy and consumer behavior towards local foods*. Poster presentation at the Travel and Tourism Research Association Annual Conference, Coral Gables, FL.
- Moran, C., Boley, B. B., Woosnam, K. M., Jordan, E. J., Kline, C., & **Knollenberg, W.** (2018, April). *The battle of the socials: Which socially symbolic factors best predict intent to travel?* Oral presentation at the Southeast Travel and Tourism Research Association Annual Conference, Myrtle Beach, SC.
- Person, R.* & **Knollenberg, W.** (2018, April). *Establishing the connections between leadership style and tourism advocates' leadership behaviors and outcomes*. Oral presentation at the Southeast Travel and Tourism Research Association Annual Conference, Myrtle Beach, SC.
- Brune, S.*, **Knollenberg, W.**, Stevenson, K. T., Grether, E. K., & Barbieri, C. (2018, April). *Proposing an instrument to measure the influence of agritourism on consumer behavior toward local food*. Poster presentation at the Southeast Travel and Tourism Research Association Annual Conference, Myrtle Beach, SC.
- Carrillo, B., Barbieri, C., **Knollenberg, W.**, & Edwards, M. (2018, April). *Work environment impact on tour leaders' quality of life*. Oral presentation at the National Environment and Recreation Research Symposium, Annapolis, MA.
- Brune, S.*, **Knollenberg, W.**, Stevenson, K. T., Grether, E. K., & Barbieri, C. (2018, April). *The Alphabet Theory's suitability for examining consumer behavior in the context of agritourism: A proposal*. Poster presentation at the National Environment and Recreation Research Symposium, Annapolis, MA.

- Grether, E. K., Stevenson, K. T., **Knollenberg, W.**, Brune, S.*, & Barbieri, C. (2018, April). *Developing an instrument to measure how agritourism may build agricultural literacy*. Poster presentation at the National Environment and Recreation Research Symposium, Annapolis, MA.
- Knollenberg, W.**, & Barbieri, C. (2017, June). *The (re)creation of craft distilling culture in North Carolina: Implications for tourism product development*. Oral presentation at the Critical Tourism Studies Conference, Palma de Mallorca, Spain.
- Kline, C., **Knollenberg, W.**, Boley, B. B., & Jordan, E. J. (2017, June). *Current perceptions of Cuba by Americans*. Oral presentation at the Critical Tourism Studies Conference, Palma de Mallorca, Spain.
- Boley, B. B., Jordan, E. J., Kline, C., & **Knollenberg, W.** (2017, June). *Social return and intent to visit Cuba: Developing and testing the Social Return Scale*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Quebec City, Canada.
- Knollenberg, W.**, & Barbieri, C. (2017, June). *The emergence of craft distilling tourism: The role of community capitals*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Quebec City, Canada.
- Knollenberg, W.**, Slocum, S. L., & Kline, C. (2017, March). *Exploring the relationship between meeting planners' willingness to pay for sustainable food choices and sustainable initiatives in event planning*. Oral presentation at the Southeast Travel and Tourism Research Association Annual Conference, Knoxville, TN.
- Boley, B. B., Jordan, E. J., **Knollenberg, W.**, & Kline, C. (2016, December). *Measuring the anticipated social return from tourism*. Oral presentation at the Consumer Behavior in Tourism Symposium, Bruneck, Italy.
- Knollenberg, W.**, & McGehee, N. G. (2016, August). *Evaluating the relationships that facilitate political influence: Perspectives from advocates and tourism industry members*. Oral presentation at the Critical Tourism Studies North America Conference, Huntsville, Canada.
- Perdue, R. R., McGehee, N. G., **Knollenberg, W.**, & Boley, B. B. (2016, June). *Organizational structures for destination management*. Oral presentation at the Advances in Destination Management, Vail, CO.
- Knollenberg, W.**, McGehee, N. G., Perdue, R. R., & Andereck, K. L. (2016, June). *What makes a political leader? Identifying the attributes of tourism industry advocates*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Vail, CO.
- Knollenberg, W.** & McGehee, N. G. (2016, June). *Lesson learned in the use of mixed methods to gain multiple perspective in tourism leadership research*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Vail, CO.

- Knollenberg, W.** & McGehee, N. G. (2015, June). *An introduction to a model of political leadership in the context of tourism advocates*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Portland, OR.
- Kline, C., & **Knollenberg, W.** (2015, June). *Spiraling up: Framing rural tourism development within community capitals*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Portland, OR.
- Knollenberg, W.**, & McGehee, N. G. (2015, March). *Exploring tourism advocates' relationship with tourism industry members through a political model of leadership*. Oral presentation at the Southeast Travel and Tourism Research Association Annual Conference, Charlotte, NC.
- Knollenberg, W.**, & McGehee, N. G. (2014, June). *Leadership at the nexus: Exploring the connection between partnerships, power, policy, and planning in tourism leadership*. Oral presentation at the Building Excellence in Sustainable Tourism Education Network Think Tank XIV, Ljubljana, Slovenia.
- McGehee, N. G., **Knollenberg, W.**, Boley, B. B., & Perdue, R. R. (2014, June). *The role of social capital in destination strategic planning*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Brugge, Belgium.
- Perdue, R. R., **Knollenberg, W.**, & McGehee, N. G. (2014, June). *Changing patterns of tourism taxation in the USA*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Brugge, Belgium.
- Perdue, R. R., Crouch, G. I., & **Knollenberg, W.** (2014, June). *On the evolution of tourism research: an analysis of the Journal of Travel Research Charles R. Goeldner article of excellence award recipient papers*. Poster presentation at the Travel and Tourism Research Association Annual Conference, Brugge, Belgium.
- Perdue, R. R., McGehee, N. G., **Knollenberg, W.**, & Boley, B. B. (2014, June). *Strategic planning for destination competitiveness: Issues and concerns from the Virginia Tourism Corporation experience*. Oral presentation at the Advances in Destination Management Conference, St. Gallen, Switzerland.
- Knollenberg, W.**, Komorowski, A., & McGehee, N. G. (2014, April). *Exploring tourism leadership through the lens of social capital*. Oral presentation at the Southeastern Recreation Research Symposium, Asheville, NC.
- Knollenberg, W.**, Perdue, R. R., & McGehee, N. G. (2014, March). *Tourism taxation in the USA: Levels, uses, and impacts*. Oral presentation at the Southeast Travel and Tourism Research Association Annual Conference, Lexington, KY.

- McGehee, N. G., Kline, C., & **Knollenberg, W.** (2013, June). *Dreaming of new social movements that result in grassroots action: The case of HandMade in America*. Oral presentation at the Critical Tourism Studies Conference, Sarajevo, Bosnia and Herzegovina.
- Knollenberg, W.**, Boley, B. B., McGehee, N. G., & Clemmons, D. (2013, June). *Potential volunteer tourists' expectations of transformative learning opportunities*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Kansas City, MO.
- McGehee, N. G., **Knollenberg, W.**, Moscardo, G., Murphy, L., & Konovalov, E. (2012, June). *Tourism and community well-being: An applied approach*. Oral presentation at the Travel and Tourism Research Association Annual Conference, Virginia Beach, VA.
- Powers, R., **Knollenberg, W.**, Hao, H., Wilson, K., Kain, D., Smith, C., & Long, P. (2012, February). *Effects of oil in coastal waters on tourism-impacted business' preparedness and response*. Oral presentation at the Social Coast Forum, Charleston, SC.
- Knollenberg, W.**, Hao, H., Long, P., & Fridgen, J. (2011, June). *Stakeholders' attitudes towards sustainable tourism development in coastal communities*. Oral presentation at the Travel and Tourism Research Association Annual Conference, London, Canada.
- Knollenberg, W.**, Long, P., Adams, C., & Fridgen, J. (2010, April). *Travel green: The development of a sustainable traveler care code for the United States*. Oral Presentation at the Northeastern Recreation Research Symposium, Bolton Landing, NY.
- Naar, J., **Knollenberg, W.**, & Hao, H. (2010, March). *Satisfaction with tourism development in a coastal community: A comparison of Baby Boomers and the Silent Generation*. Oral presentation at the Southeastern Travel and Tourism Research Association Research Symposium, Nashville, TN.
- Knollenberg, W.**, Kwon, J., & Vogt, C. (2009, April). *Walk, ride and learn: Student's discovery of nature on their route to school*. Poster presentation at the Michigan Land Use Summit, East Lansing, MI.
- Knollenberg, W.**, Kwon, J., & Vogt, C. (2009, March). *Walk, ride and learn: Students' discovery of nature on their route to school*. Oral presentation at the Northeastern Recreation Research Symposium, Bolton Landing, NY.
- Knollenberg, W.**, Latkova, P., & Vogt, C. (2008, March). *Active transportation among elementary-aged students: Walking or biking to and from school*. Oral presentation at the Northeastern Recreation Research Symposium, Bolton Landing, NY.
- Knollenberg, W.**, Vogt, C., & Jarosz, J. (2007, February). *Public opinion on conservation practices and environmental quality in Mid-Michigan counties*. Poster presentation at the Michigan Land Use Summit, East Lansing, MI.

Student Research Symposia Presentations

van de Velde, J.* , **Knollenberg, W.**, & Seekamp, E. (2023, March). *Calm after the storm? Exploring the impact of social cohesion, place attachment and risk perceptions on hurricane recovery decisions of tourism stakeholders.* Poster presentation at the College of Natural Resources Graduate Student Symposium, Raleigh, NC.

Smith, E.* & **Knollenberg, W.** (2023, March). *What are the perceived impacts of management actions on gateway community stakeholders of NC Parks?* Three minute thesis presentation at the College of Natural Resources Graduate Student Symposium, Raleigh, NC.

McKee, P.* , **Knollenberg, W.**, Seekamp, E., Cutts, B., McCreary, A., & Patterson, V. (2021, April). *Addressing remote communities' disaster response information needs: Examples from Hatteras and Ocracoke, North Carolina.* Poster presentation at Council on Undergraduate Research Posters on the Hill, Convened Virtually.

McKee, P.* , **Knollenberg, W.**, Seekamp, E., Cutts, B., McCreary, A., & Patterson, V. (2021, April). *How does local media reflect remote communities' information needs and disaster recovery processes?* Poster presentation at the NC State Undergraduate Research & Creativity Symposium, Raleigh, NC.

Post, H.* , & **Knollenberg, W.** (2021, March). *Building together: Measuring strategies to diversify tourism stakeholders.* Poster presentation at the College of Natural Resources Graduate Student Symposium, Convened Virtually.

Brune, S.* , **Knollenberg, W.**, Stevenson, K. T., Reilly, C., & Barbieri, C. (2020, March). *Garnering change: How agritourism farms contribute to local food consumption.* Poster presentation at the Latin American Student Association Research Symposium, Raleigh, NC.

Conference Research Session Facilitation

Emerging Leaders Conversation Starters Session at the International Travel and Tourism Research Association Annual Conference, Convened Virtually, June 2021

Emerging Leaders Conversations Starters Session at the International Travel and Tourism Research Association Annual Conference, Melbourne, Australia, June 2019.

Young Professionals Conversations Starters Session at the International Travel and Tourism Research Association Annual Conference in Quebec City, Quebec, June 2017.

ENGAGEMENT AND EXTENSION PRESENTATIONS

Invited Engagement and Extension Presentations

Harrison, J. & **Knollenberg, W.** (2023, March). *Developing an oyster farm tour: Lessons from the NC Oyster Trail*. Oral presentation at the Oyster South Symposium, Savannah, GA.

Knollenberg, W. (2023, March). *We're going to need a bigger boat: The challenges and opportunities of tourism in coastal communities*. Oral presentation at the 2023 Creating Solutions for the Global Blue Economy Workshop, Morehead City, NC.

Knollenberg, W. (2023, February). *Tourism Leadership, Policy, and Planning*. Oral presentation for the Duke Engineers for International Development monthly meeting, Durham, NC.

Savage, A. & **Knollenberg, W.** (2022, November). *Your role as a tourism asset*. Oral presentation at the North Carolina Craft Brewer's Association Conference, Winston Salem, NC.

Schroeder, A. & **Knollenberg, W.** (2022, September). *Taking action on insights from a national advocacy study*. Oral presentation at the Southeast Tourism Society Connections Conference, Concord, NC.

Knollenberg, W., & Gendler, B. (2022, April). *Tools and financing solutions for your destination's workforce development*. Oral presentation at the 2022 Civitas Tourism Improvement District Summit, convened virtually.

Knollenberg, W. (2022, March). *We're going to need a bigger boat: The challenges and opportunities of tourism in coastal communities*. Oral presentation at the 2022 Creating Solutions for the Global Blue Economy Workshop, Morehead City, NC.

Knollenberg, W. (2021, November). *Where to next? The future of Outer Banks tourism*. Oral presentation at the 2021 Coastal Economic Summit of the Currituck Chamber of Commerce.

Schroeder, A., **Knollenberg, W.**, Savage, A., & Post, H. (2021, October). *Best practices in advocacy planning: Initial findings from a nationwide study*. Oral presentation at the Southeast Tourism Society Connections Conference, Spartanburg, SC.

Knollenberg, W., Schroeder, A., & Post, H.* (2020, February). *Planning for advocacy success: Updates from a national study*. Oral presentation at the Southeast Tourism Society Connections Conference, Little Rock, AR.

Knollenberg, W., & Taylor, M. (2020, January). *Festonomics: Event impact studies*. Oral presentation at the 2020 ShowFest conference, Charlotte, NC.

Knollenberg, W., & Taylor, M. (2019, April). *Festonomics: Event impact studies*. Oral presentation at the Visit North Carolina 365 Conference Research Symposium, Wilmington, NC.

Brune, S. *, & **Knollenberg, W.** (2019, January). *Strengthening local food systems through children: Preliminary findings*. Oral presentation at the Education Committee at the NC Association of Soil & Water Conservation District's 75th Annual Meeting, Durham, NC.

Brune, S. *, **Knollenberg, W.**, Stevenson, K. T., Grether, E., & Barbieri, C. (2018, February). *The sustainability of food systems*. Lake Johnson Environmental Lecture Series, Raleigh, NC.

Barbieri, C., & **Knollenberg, W.** (2017, May). *Creating advocates for craft distilling: Lessons from the tourism industry*. Oral presentation at the Distillers Association of North Carolina membership meeting in Greensboro, NC.

Knollenberg, W. (2017, March). *Creating advocates for the tourism industry*. Oral presentation at the Visit North Carolina 365 Conference Research Symposium in Greenville, NC.

Knollenberg, W. (2016, September). *Advocating for hospitality and tourism: It's a tough job but someone's got to do it!* Oral presentation at the Triangle Area Hotel and Motel Association September luncheon in Raleigh, NC.

Knollenberg, W., & Powers, R. (2012, February). *Effects of oil in coastal waters on tourism-impacted business' preparedness and response*. Oral presentation at the Fort Johnson Marine Science Seminar Series in Charleston, SC.

Long, P., Hao, H., **Knollenberg, W.**, Crawford, T., & Landry, C. (2011, February). *Tourism impacts and second home development in coastal communities: A sustainable approach*. Poster presentation at the Eastern Economic Development Region Tourism Mini-Summit Wallace, NC.

Invited Engagement and Extension Panelist

Twiddy and Company Realtors. *Analytics forum*. (2019, October).

Southeast Tourism Society. Connections Conference. *Community conversations advocacy discussion*. (2018, April).

Event Service Professionals Association. Education Webinar. *What's new in CSR programs: Do you have a strong volunteer tourism program in place?* (2017, June).

Peer-Reviewed Engagement and Extension Presentations

Savage, A., **Knollenberg, W.**, Seekamp, E., Cutts, B., & Russell, Z. (2022, November). *Critical elements of a community-driven disaster recovery and resilience information hub*. Oral presentation at the North Carolina Coastal Conference, Raleigh, NC.

Barbieri, C., Strnad, R., Driscoll, L., **Knollenberg, W.**, Brune, S., & Stevenson, K. T. (2022, October). *Agritourism: Enhancing educational and marketing impacts*. Oral presentation at the NC Cooperative Extension Conference, Greensboro, NC.

Gil Arroyo, C., **Knollenberg, W.**, & Barbieri, C. (2022, August). *Keeping it local: Crafting beverages on farms*. Oral presentation at the International Workshop on Agritourism, Burlington, VT.

Barbieri, C., Brune, S., Stevenson, K., **Knollenberg, W.**, Reilly, C., Strnad, R., & Driscoll, L. (2022, August). *Measuring the educational and marketing value of agritourism*. Oral presentation at the International Workshop on Agritourism, Burlington, VT.

Knollenberg, K., **Barbieri, C.**, Yeager, E., Harrison, J. L., & Leibach, J. (2022, August). *Expanding the agritourism reach to coastal communities: The potential of oyster farming in regional tourism development*. Poster presentation at the International Workshop on Agritourism, Burlington, VT.

Savage, A., Russell, Z.A., **Knollenberg, W.**, Seekamp, E., & Cutts, B., (2022, June). *Utilizing ORID method for community-based workshops as a strategy to create a disaster preparedness virtual resource hub*. Oral presentation at the National Association of Community Development Extension Professionals Annual Conference, Indianapolis, IN.

Harrison, J., **Knollenberg, W.**, Yeager, E., Barbieri, C., & Leibach, J. (2021, November). *North Carolina shellfish mariculture supply and demand: Lessons learned from launching the NC Oyster Trail*. Oral presentation at the National Extension Tourism Conference, Savannah, GA.

Knollenberg, W., Hao, H., & Long, P. (2011, March). *Stakeholder involvement in survey development: Measuring impacts of tourism and second home development in North Carolina*. Oral presentation at the National Extension Tourism Conference, Charleston, SC.

Conference Engagement and Extension Session Facilitation

Young Professionals Conversations Starters Session at the International Travel and Tourism Research Association Annual Conference in Coral Gables, FL, June 2018.

Young Professionals Networking Session and Luncheon at the Marketing Outlook Forum in Las Vegas, NV, October 2018.

Young Professionals Networking Session and Luncheon at the Marketing Outlook Forum in Baltimore, MD, October 2017.

Young Professionals Strategic Visioning Luncheon at the Marketing Outlook Forum in Philadelphia, PA, October 2015.

Engagement and Extension Workshop Facilitation

Savage, A. & **Knollenberg, W.** (2023, March). *Tourism 101*. Two-hour training for tourism stakeholders through the Tourism Extension Montgomery County Outdoor Recreation Stewards program, 11 participants. Troy, NC.

Barbieri, C., & **Knollenberg, W.** (2023, March). *Developing agritourism: For the farmer's take*. ½ day training (oral presentations and field-demonstrations) for Moldova agritourism providers through the NC Secretary of State Moldova Partnership, 7 participants. Raleigh, NC.

GRANTS AND CONTRACTS (TOTAL \$2,224,018)

Savage, A. & **Knollenberg, W.** *Establishing tools to measure the relationship between travel and retirement decisions in North Carolina*. VisitNC, \$50,444, October 2022 – August 2023. (Co-PI)

Larson, L., Beall, J., Peterson, M.N., & **Knollenberg, W.** *Reducing overtourism in protected areas: is social media the problem, and the solution?* College of Natural Resources Faculty Research and Professional Development Program, \$5,000, July 2022 – February 2023. (Co-PI)

Knollenberg, W. *DMOcracy: A global study of best practices for partnering with local residents and industry*. MilesPartnership, \$4,506, April 2022 – October 2022. (PI)

Savage, A., Seekamp, E., **Knollenberg, W.**, Lee, K., Supak, S., Chen, P., & Kim, J. *Promoting sustainable state park management in North Carolina through the identification of equitable pricing strategies*. NC Department of Natural and Cultural Resources, \$285,388, February 2022 – December 2023. (Co-PI)

Savage, A., **Knollenberg, W.**, Seekamp, E., & Cutts, B. *Leveraging tourism-dependent coastal community insights to develop a virtual disaster preparedness hub*. North Carolina Sea Grant Mini Grant Program, \$9,973, November 2021 – October 2022. (Co-PI)

Savage, A., **Knollenberg, W.**, & Parajuli, R. *Clayton harvest festival economic impact study*. Clayton Chamber of Commerce, \$5,000, August 2021 – March 2022. (Co-PI)

Seekamp, E., Kirby, S., **Knollenberg, W.**, Savage, A., & Cutts, B. *Developing a community-driven engagement and empowerment program to support coastal tourism*

- resilience*. North Carolina Cooperative Extension Service, \$5,000, April 2021 – June 2021. (Co-PI).
- Brune, S., Vila, O., Lawson, D., & **Knollenberg, W.** *Family farms' resilience and challenges under COVID-19 containment measures in North Carolina*. Natural Hazards Center 2020 Quick-Response Research Grant Program, \$2,285, April 16, 2020 – April 15, 2021. (PI).
- Knollenberg, W.**, Seekamp, E., Cutts, B. B., & McCreary, A. *RAPID: Disaster recovery decision making in remote tourism-dependent communities*. National Science Foundation (2002620), \$49,385 (plus \$9,549 in supplement), February 15, 2020 – January 31, 2022. (PI).
- Knollenberg, W.**, Barbieri, C., Yeager, E., Harrison, J., & Leibach, J. *Mariculture tourism: Cultivating consumer demand and coastal community supply*. National Oceanic and Atmospheric Administration – Social, Behavioral, and Economic Research Needs in Aquaculture (2019-2005953), \$119,784, September 1, 2019 – August 30, 2022. (PI).
- Knollenberg, W.**, Schroeder, A., & Stewart, A. *Planning for advocacy efforts: Best practices from tourism industry associations*. American Society for Association Executives Scholarly Grants Program, \$7,437, September 1, 2019 – April 30, 2021. (PI).
- Knollenberg, W.** *Measuring the impact of community engagement strategies with GRCVB stakeholders*. Greater Raleigh Convention and Visitors Bureau, \$18,810, June 27, 2019 – December 31, 2020. (PI).
- Schoeder, A. & **Knollenberg, W.** *Understanding best practices to improve advocacy efforts for the tourism industry*. Travel and Tourism Research Association Boeing Travel Research Grant, \$4,000, June 27, 2019 – June 26, 2020. (Co-PI).
- Lauffer, L., Creamer, N., Chojnacki, K., Piner, A., Blacklin, S., Ukah, B., Thraves, T., Stout, R., Barbieri, C., & **Knollenberg, W.** *EmPOWERing mountain food systems: Cultivating a profitable local food industry cluster through entrepreneurial and business support, infrastructure development, training, leadership development and capacity building*. Appalachian Regional Commission (ARC), \$1,100,000, April 1, 2019 – March 31, 2022. (Co-PI).
- Knollenberg, W.**, Lee, K., & Barbieri, C. *Economic impact study of organized camping in North Carolina*. North Carolina Youth Camp Association, \$25,979, April 15, 2019 – July 30, 2020. (PI).
- Knollenberg, W.**, Barbieri, C., & Boys, K. *Modeling the craft-beverage tourism product in Wake County: Lessons for replication throughout North Carolina*. North Carolina State University Office of Outreach and Engagement, \$9,986, February 1, 2018 – June 20, 2019. (PI).
- Knollenberg, W.** & Tweedie, D. *Identifying community capitals for a sustainable tourism workforce on Ocracoke Island*. North Carolina Sea Grant – Community Collaborative Research Grant Program, \$6,956, May 15, 2016 – March 30, 2017. (PI).

Barbieri, C., Stevenson, K., & **Knollenberg, W.** *Strengthening local food systems through children: The role of agritourism in agricultural literacy and purchasing behaviors of local foods*. National Institute of Food and Agriculture – Agriculture and Food Research Initiative (NIFA-AFRI). (2017-12237353), \$499,536, September 1, 2017 – August 31, 2021. (Co-PI).

Hao, H., **Knollenberg, W.**, Smith, C., Wilson, K., Kain, D., Powers, R., & Long, P. *Employers' and Managers' Perception of Drilled Oil Risks for Coastal North Carolina's Tourism-Impacted Businesses and Organizations*. North Carolina Sea Grant, \$5,000, August, 1 2010 – December 31, 2010 (Co-PI).

MEDIA FEATURES

WRAL News (April, 2023). *Studies: Year-round workers need affordable housing to support tourism*. Online news article featuring need for tourism workforce housing in Outer Banks, NC.

Business North Carolina (March, 2023). *Chatter BNC Podcast featuring Clark Twiddy and Whitney Knollenberg*. Podcast (listenership of 28,000) featuring discussion of the importance of tourism to NC economy and need for sustainable tourism development in coastal communities.

Island Free Press (March, 2023). *Strong OBX presence at Visit N.C. Tourism Conference; expert says N.C. visitor economy can withstand recession*. Online news article featuring contributions at state tourism conference.

Ocracoke Observer (November, 2022). *N.C. State to present disaster recovery information hub findings Dec. 1*. Online and print article featuring workshop to present results of work on coastal community resilience.

College of Natural Resources News (June, 2022). *How inflation is impacting north carolina's tourism industry*. Online news article featuring commentary on inflation's role in travel behavior.

The Daily Advance (November, 2021). *Summit speakers: Worker shortage could imperil OBX tourism*. Online news article covering contribution to Currituck County Economic Summit.

Triangle Business Journal (August, 2021). *Outer Banks lure tourists, but workers are hard to catch*. Online new article featuring discussion of workforce shortage impact on NC coastal tourism.

The Outer Banks Voice (August, 2021). *'Sustainable tourism' — for visitors and locals*. Online news article featuring sustainable tourism development recommendations for Outer Banks, NC.

Coastland Times (August, 2021). *Paradigm shift recommended to sustain future of tourism on the Outer Banks*. Online new article featuring results of examination of sustainable tourism needs in Outer Banks, NC.

OBX Today (August, 2021). *New partnership aims to ensure a sustainable future for the Outer Banks*. Online new article featuring partnership with Twiddy and Company Realtors to study sustainable tourism development in Outer Banks, NC.

College of Natural Resources News (July, 2021). *New partnership aims to ensure a sustainable future for the Outer Banks of North Carolina*. Online news article featuring establishment of Lighthouse Fund for Sustainable Tourism, featured on the NC State University homepage.

College of Natural Resources New (July, 2021). *Ask an expert: What is sustainable tourism?* Online news article discussing fundamentals of sustainable tourism.

Greater Raleigh Convention and Visitors Bureau Blog (June, 2021). *Meet Whitney Knollenberg, Ph.D., Assistant Professor at N.C. State University*. Blog post featuring research and teaching at NC State University.

College of Natural Resources News (August, 2020). *Researchers strive to boost nc's oyster tourism industry*. Online new article featuring the development of the North Carolina Oyster Trail.

AWARDS AND HONORS

2022 Hillsborough Street Community Service Corporation North Carolina State University Employee of the Year. An award in appreciation of leadership within North Carolina State University and continued efforts to make the Hillsborough Street Community a distinct destination in Raleigh.

2021 Twiddy and Company Realtors Professor in Residence. Support for work related to sustainable tourism development in the Outer Banks of North Carolina.

2020 Inducted into the North Carolina State University Academy of Outstanding Faculty in Extension and Engagement. Membership recognizes outstanding extension work, members are active in the promotion and recognition of excellence in extension and engagement at North Carolina State University and elsewhere.

2020 College of Natural Resource Outstanding Extension Award. Recognizes NC State faculty and staff who are nominated and selected by their respective colleagues, schools or units for their outstanding contributions to extension or engagement.

2018 Travel and Tourism Research Association Rising Star Award. The award is presented to an emerging leader in the travel and tourism industry which recognizes commitment to increasing expertise in the industry, demonstrated leadership abilities, and outstanding accomplishments that have added value to travel and tourism.

2015 Pamplin College of Business Outstanding Doctoral Dissertation Award. The award was established to promote and recognize outstanding dissertation research conducted by doctoral students in the College. The recipient of this award receives a certificate and a prize of \$500.

2014 Travel and Tourism Research Association Annual Conference Best Illustrated Paper Award. Recognition for the poster presentation of *On the Evolution of Tourism Research: An Analysis of the Journal of Travel Research* Charles R. Goeldner *Article of Excellence Award Recipient Papers.*

2014 Building Excellence in Sustainable Tourism Education Network Think Tank XIV Outstanding Paper Award Finalist. Selection of *Leadership at the nexus: Exploring the connection between partnerships, power, policy, and planning in tourism leadership* as a finalist for the Outstanding Paper Award.

2010 American Hotel and Lodging Education Foundation Graduate Student Scholarship A national scholarship of \$5,000 for graduate students studying hospitality management or a related field.

2009 Tourism Cares, Eric Friedheim Scholarship. A national scholarship of \$750 for one graduate student in the field of tourism.

2009 National Recreation and Parks Association Student Branch Award for Outstanding Undergraduate Student. A national award recognizing one undergraduate student for involvement in the field of parks and recreation. Included the cost of attendance for the 2009 National Recreation and Parks Association Conference.

2009 Award for Best Poster in the *Highly Competitive Schools and Lifelong Learning Opportunities*, Undergraduate Category, at the Michigan Land Use Summit. For Knollenberg, W., Kwon, J. Vogt, C. (2009) *Walk, Ride and Learn: Student's Discovery of Nature on Their Route to School*, \$250 cash reward.

2008 Tourism Cares New Horizons-Kathy LeTarte Scholarship. A \$1,000 scholarship for one Michigan undergraduate student in the field of tourism. Included attendance at the 2008 National Tour Association Conference in Pittsburgh, PA.

2008 Michigan Recreation and Parks Association Rob Nagle Award. A \$3,000 scholarship for one student member of the Michigan Recreation and Parks Association to recognize leadership and service.

2008 Charles E Doell Student Leadership Award. A \$500 scholarship presented by the faculty of the Community, Agriculture, and Recreation Resources Department at Michigan State University to one undergraduate student who demonstrates outstanding leadership.

ACADEMIC EMPLOYMENT

Department Extension Leader January 2023 – present
Associate Professor with tenure August 2022 – present
Assistant Professor August 2016 – July 2022

Department of Parks, Recreation, and Tourism Management
North Carolina State University

Pursuing a research agenda related to leadership's role in policy, planning, and partnerships that drive sustainable tourism development. Teaching courses including Foundations of Tourism and Event Management and Evidence Based Decision Making in Recreation, Sport, Tourism, and Event Management.

Instructor August 2015 – May 2016
Department of Hospitality and Tourism Management and Department of Management
Virginia Polytechnic Institute and State University, Blacksburg, VA

Taught Socio-Cultural Impacts of Tourism and Introduction to Hospitality and Tourism Management in traditional classroom settings. Taught three online undergraduate courses in the HTM department: Travel and Tourism Management, Catering Management, and Introduction to Service. Also taught Management Theory and Leadership Practice a hybrid course offered through the Management department.

Instructor August 2013 – December 2013
Recreation and Tourism Management Program
Concord University, Athens, WV

Redesigned and facilitated two undergraduate courses, Tourism Promotion and Tourism Planning and Development.

Graduate Assistant August 2011 – May 2015
Department of Hospitality and Tourism Management
Virginia Polytechnic Institute and State University, Blacksburg, VA

Served as a research assistant to Dr. Nancy McGehee on research projects related to strategic tourism planning at the state level, the impacts of volunteer tourism, and cultivation of leadership in tourism development. Assisted Dr. Rick Perdue in research related to tourism taxation.

Graduate Assistant August 2009 – June 2011
Center for Sustainable Tourism,
East Carolina University Greenville, NC

Research in resident satisfaction with tourism development and tourism business owners' perceptions of the risks of drilled oil on the North Carolina coast. Led the development of the foundation and framework for the United States Travel Care Code while working with Center staff, a faculty advisory committee and external corporate partner (MilesMedia, Inc.).

Undergraduate Research Assistant

September 2006 – May 2009

Dr. Christine Vogt

Michigan State University East Lansing, MI

Research in community health focusing on youth walking and biking to school, Michigan Welcome Centers user satisfaction, trails and greenways use, and public attitudes towards resource conservation.

Undergraduate Research Assistant

July 2005 – December 2006

Dr. Stuart Gage

Michigan State University East Lansing, MI

Research in remote acoustic sensing in urban and rural settings analyzing sound pollution levels.

TEACHING

PRT 380: Evidence Based Decision Making in Recreation, Sport, Tourism, and Event Management

North Carolina State University

Fall 2017 - present

Department of Parks, Recreation, and Tourism Management

Co-Instructor

An undergraduate course which introduces the fundamentals of evaluation in the context of parks, recreation, and tourism management including instrument design, data collection techniques, data analysis, and communication of findings.

PRT 220: Foundations of Tourism and Event Management

North Carolina State University

Spring Semesters 2017 - present

Department of Parks, Recreation, and Tourism Management

Instructor

An undergraduate course which provides an introduction to the tourism system and product characteristics, the fundamentals of tourist behavior, the impacts of tourism on local and global communities, and strategies used to develop tourism in a sustainable manner.

HTM 1414: Introduction to Hospitality and Tourism Management

Spring 2016

Virginia Polytechnic Institute and State University

Instructor

Department of Hospitality and Tourism Management

An undergraduate course which reviews the sectors of the hospitality and tourism industry and highlights challenges, best management practices, and career opportunities across the sectors.

MGT 3304: Management Theory and Leadership Practice

Fall 2015

Virginia Polytechnic Institute and State University

Instructor

Department of Management

An undergraduate hybrid (in-class and online) course which introduces a broad range of concepts, theories, and practices important for a basic understanding of management.

HTM 2464: Introduction to Service **Fall 2015**
Virginia Polytechnic Institute and State University **Instructor**
Department of Hospitality and Tourism Management

An online undergraduate course which provides an overview of the service industry and emphasizes the unique characteristics and operations of service organizations.

HTM 3484: Socio-Cultural Impacts of Tourism **Spring 2016, 2014**
Virginia Polytechnic Institute and State University **Fall 2014**
Department of Hospitality and Tourism Management **Instructor**

Undergraduate elective course which focuses on tourism's impact on society, culture, politics, communities, and the environment.

HTM 2454: Travel and Tourism Management **Spring 2016**
Virginia Polytechnic Institute and State University **Fall 2015, 2013**
Department of Hospitality and Tourism Management **Summer Session II 2014**

An online undergraduate course which examines travel and tourism in local and **Instructor** global contexts while providing an introduction to the basic foundations of the industry

RTM 355: Tourism Promotion **Fall 2013**
Concord University **Instructor**
Department of Recreation and Tourism Management

An undergraduate hybrid (in-class and online) course which explores marketing principles including the strategic development and operationalization of marketing plans and the implementation of marketing analytics.

RTM 325: Tourism Planning and Development **Fall 2013**
Concord University **Instructor**
Department of Recreation and Tourism Management

An undergraduate course which focuses on the core concepts related to tourism planning and development including an examination of the value of planning, planning paradigms, the planning process, and the study of the relationship between politics and planning.

HTM 2514: Catering Management **Fall 2015**
Virginia Polytechnic Institute and State University **Summer Session I 2013**
Department of Hospitality and Tourism Management **Instructor**

Online undergraduate course which introduces students to catering venues and presents an overview of the functions, processes, and controls found in catering operations.

HTM 3484: Socio-Cultural Impacts of Tourism **Fall 2011, 2012**
Virginia Polytechnic Institute and State University **Spring 2013**
Department of Hospitality and Tourism Management **Teaching Assistant**

Undergraduate elective course which focuses on tourism's impact on society, culture, politics, communities, and the environment.

ACADEMIC ADVISING

Postdoctoral Students

Sara Brune Arita (Postdoctoral Research Scholra, NC State, PRTM, 2022 – present)

Graduate Students

Major Advisor

Jaelle van de Velde (Masters Student, NC State, PRTM, 2022 – present)

Emily Smith (Masters Student, NC State, PRTM, 2021 – present)

Claudia Gil Arroyo (Doctoral Student, NC State, PRTM, Graduated Spring 2022)

Hailey Post (Masters Student, NC State, PRTM, Graduated Spring 2021)

Sara Brune Arita (Doctoral Student, NC State, PRTM, Graduated Fall 2020)

Committee Member

Martha Brown (Doctoral Student, NC State, PRTM, 2023 – present)

Justin Beall (Doctoral Student, NC State, PRTM, 2022 – present)

Roslynn Powell (Doctoral Student, NC State, PRTM, 2019 – present)

Olivia Vila (Doctoral Student, NC State, PRTM, Graduated Spring 2022)

Dave Rector (Masters Student, University of Georgia, Warnell School of Forestry, Graduated Fall 2021)

Caitlin Reilly (Masters Student, NC State, PRTM, Graduated Spring 2021)

Ladan Ghahramani (Doctoral Student, NC State, PRTM, Graduated Spring 2021)

Samantha Lockwood (Masters Student, NC State, PRTM, Graduated Summer 2020)

Joelle Soulard (Doctoral Student, Virginia Tech, Hospitality and Tourism Management, Graduated Spring 2020)

Brendali Carrillo (Masters Student, NC State, PRTM, Graduated Spring 2018)

Undergraduate Students

Alexa Fernandez-Castillo (Undergraduate Research Assistant, PRT major, 2023)

Micaela Nardino (Undergraduate Research Assistant, PRT major, 2022)

Charayna Srinivasan (Undergraduate Research Assistant, Environmental Science and Political Science major, 2022)

Sofia Lappas (Undergraduate Research Assistant, PRT major, 2022)

Ashton English (Undergraduate Research Assistant, PRT major, 2021)

Patsy McKee (Undergraduate Research Assistant, Natural Resources major, 2020 – 2022)

Chloe Riley (Undergraduate Research Assistant, Sport Management major, 2020 – 2021)

Ashley Crickard (Undergraduate Research Assistant, Mechanical Engineering major, 2019 – 2020)

Alyssa Stroker (Undergraduate Research Assistant, NC State, PRT major 2019 – 2020)

PROFESSIONAL ORGANIZATION INVOLVEMENT

Member

Travel and Tourism Research Association

November 2010 – Present

Served on the Conference Committee, co-chaired the Qualitative Research Methods Workshop in 2015 - 2021, and served as the Emerging Leaders session and networking activities coordinator for Marketing Outlook Forum and the TTRA international conference 2017 -2021.

Volunteer Coordinator

Travel and Tourism Research Association

November 2010 – June 2016

Assisted with social media campaigns promoting the annual conference and coordinates student volunteers.

Founding Member

September 2010 – April 2011

Students for Sustainable Tourism, East Carolina University

Initiated the development of a student group at East Carolina University focusing on engaging students in community outreach and professional development activities in the field of sustainable tourism. Served as President for January 2011 – April 2011.

Student Member

August 2008 – May 2009

Parks and Recreation Club, Michigan State University

Served as Chair in 2008 and Past Chair in 2009. Organized monthly meetings, industry representative presentations, fundraising events and community service activities for undergraduate students.

Student Member

October 2007 – December 2010

National Recreation and Parks Association

Attended annual conference as a student representative of Michigan State University and East Carolina University.

Student Member

August 2006 – May 2009

Michigan Recreation and Parks Association

Served as President of the Student Committee in 2008 and as Secretary and Web Master in 2007. Organized monthly meetings, professional development seminars, fundraising events, and service events in partnership with the Michigan Recreation and Parks Association. Facilitated the attendance of 18 undergraduate students at the 2008 National Recreation and Parks Association conference.

SERVICE

Journal Editorial Board Membership or Manuscript Review Contributions

Editorial Board Member, *Journal of Travel Research*

2018 – present

Editorial Board Member, *Frontiers in Sustainable Tourism*

2022 – present

Manuscript reviewer, *Journal of Sustainable Tourism*

2014 – present

Manuscript reviewer, *Journal of Hospitality and Tourism Research*

2020 – present

Manuscript reviewer, <i>Journal of Hospitality and Tourism Research</i>	2020 – present
Manuscript reviewer, <i>Tourism Management</i>	2013 – present
Manuscript reviewer, <i>Annals of Tourism Research Empirical Insights</i>	2022
Manuscript reviewer, <i>Tourism Review International</i>	2022
Manuscript reviewer, <i>Journal of Gastronomy and Tourism</i>	2021
Manuscript reviewer, <i>Journal of Destination Marketing and Management</i>	2021
Manuscript reviewer, <i>Journal of Hospitality and Tourism Management</i>	2020 – 2022
Manuscript reviewer, <i>Journal of Outdoor Recreation and Tourism</i>	2020 – 2022
Manuscript reviewer, <i>Annals of Tourism Research</i>	2016 – 2022
Manuscript reviewer, <i>Tourist Studies</i>	2017 – 2021
Manuscript reviewer, <i>Journal of Leisure Research</i>	2019
Manuscript reviewer, <i>eTourism Review</i>	2018 – 2019
Manuscript reviewer, <i>Tourism Planning and Development</i>	2015 – 2019
Manuscript reviewer, <i>Tourism Analysis</i>	2018
Manuscript reviewer, <i>Social Movement Studies</i>	2018
Manuscript reviewer, <i>Journal of Heritage Tourism</i>	2018
Manuscript reviewer, <i>International Journal of Hospitality Management</i>	2015
Manuscript reviewer, <i>Illuminare: A Student Journal in Recreation, Parks and Leisure Studies</i>	2012 – 2014
Manuscript reviewer, <i>Journal of Vacation Marketing</i>	2014
Manuscript reviewer, <i>Journal of Travel Research and Hospitality</i>	2014

University, College, or Departmental Committee Membership (NC State)

Co-Chair, <i>Assistant Professor of Equitable and Sustainable Sport, Event, and Tourism</i>	
<i>Nominating Committee</i>	2023 – present
Member, <i>PRTM Seminar Committee</i>	2022 – present
Member, <i>College of Natural Resources Research Committee</i>	2021 – present
Member, <i>PRTM Undergraduate Program Advisory Committee</i>	2020 – present
Proposal Reviewer, <i>College of Natural Resource Terry Enrichment Fund</i>	2020 – present
Member, <i>PRTM Scholarship Committee</i>	2022
Member, <i>PRTM Temporary Teaching Assistant Professor Search Committee</i>	2021
Member, <i>PRTM Outstanding Alumni and Lifetime Achievement Committee</i>	2021
Member, <i>PRTM Department Head Search Committee</i>	2020
Member, <i>PRTM Lecturer and Professional Development Coordinator Search Committee</i>	2018
Proposal Reviewer, <i>NC State Office of Undergraduate Research</i>	2016 – 2022
Activities Coordinator, <i>PRTM Equitable and Sustainable Tourism Research Circle</i>	2016 – 2021
Member, <i>PRTM Alumni and Friends Event Committee</i>	2017 – 2018

University, College, or Departmental Committee Membership (Virginia Tech)

Assessment Fellow, <i>Virginia Tech Sustainability Institute</i>	2015 – 2016
Member, <i>Undergraduate Recruitment, Curriculum and Policy Committee</i>	2015 – 2016

Service Presentations for University, College, or Departmental Events (NC State)

College of Natural Resources Dean's Update (March, 2023). *Impacts of the Lighthouse Fund for Sustainable Tourism*. Oral presentation delivered with undergraduate research assistants Micaela Nardino and Charanya Srinivasan.

NC State University Board of Trustees (November, 2021). *Community resilience: Crucial for North Carolina's coast*. Oral presentation delivered with undergraduate research assistant Patsy McKee.

Chancellor's Visit with College of Natural Resources (November, 2018). *Capacity building to enhance tourism resilience*. Oral presentation delivered with Dr. Erin Seekamp.

Student Engagement Activities

Facilitated student participation in VisitNC state tourism conference	2018 – present
Faculty Advisor, <i>Tourism Management Association at North Carolina State</i> .	2018 – present
Facilitated <i>Civic Voice Lessons</i> with National Park Conservation Association	2019 – 2021

Research Service

Member, <i>World Food Tourism Association Scientific Committee</i>	2019 – 2020
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Engagement and Extension Service

Member, <i>Johnston County Schools Academy of Hospitality and Tourism Advisory Board</i>	2022 – present
Member, <i>Wake County Schools Hospitality and Marketing Career Advisory Team</i>	2021 – present
Member, <i>Blue Ridge Corridor Alliance Tourism Committee</i>	2019 – present
Member, <i>Association of Independent Hospitality Providers Schools and Colleges Taskforce</i>	August 2016 – August 2018