Erick T. Byrd, PhD

Work: Department of Marketing, Entrepreneurship, Hospitality, and Tourism  
Bryan School of Business and Economics  
University of North Carolina at Greensboro  
PO Box 26170  
516 Stirling Street, Bryan Building 441  
Greensboro, NC 27402

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## Formal Education

Doctoral North Carolina State University 2003

Doctor of Philosophy (PhD.)

Major: Parks. Recreation and Tourism Management

Minor: Public Administration

Dissertation Title: An Analysis of variables that influence stakeholder participation and support for sustainable tourism development in rural North Carolina

Master North Carolina State University 1997

Master of Science (M.S.)

Major: Parks, Recreation and Tourism Management

Thesis Title: Barriers to rural tourism: A comparison of the host community, local business owners, and tourists

Undergraduate Appalachian State University 1995

Bachelor of Science (B.S.)

Major: Recreation Management

Minor: Business

# Professional Experience

**Associate Professor (Tenured)** August 2010 - present

**Bryan School Undergraduate Program Director** August 2021 - present

**Director Center for Industry Research & Engagement** January 2017 - present

**Lloyd International Honors Faculty Fellow** August 2019 - present

**Assistant Professor** August 2003- July 2010

**Dean and Tracy Priddy Dean's Notable Scholar** July 1, 2015 – July 2017

University of North Carolina at Greensboro

Hospitality & Tourism Management Program

Department of Department of Marketing, Entrepreneurship, Hospitality, and Tourism

Bryan School of Business and Economics

Teach undergraduate and graduate courses, conducted research, develop curriculum, guide undergraduate programs, advise students in Hospitality and Tourism Management program, Community and Therapeutic Recreation program, and Lloyd International Honors College.

Graduate Faculty Status

**Research Assistant** August 2000- June 2003

North Carolina State University

Raleigh, NC

Conducted research, collect, code, and analyze data, reported findings, developed questionnaires, developed research proposals.

**Instructor** Spring 2003

PRT 220 Commercial Recreation and Tourism Management

North Carolina State University

Raleigh, NC

Grading, taught specific topics on the organization of tourism, stakeholders, tourism marketing and research.

**Supervised Instructor** Spring 2002

PRT 407/507 Service, Facility and Event Management

North Carolina State University

Raleigh, NC

Co-taught with faculty member a combined graduate/undergraduate services marketing class.

**Teaching Assistant** Fall 2001

PRT 220 Commercial Recreation and Tourism Management

North Carolina State University

Raleigh, NC

Grading, taught specific topics on the organization of tourism, stakeholders, tourism marketing and research.

**Visitor Service Manager** March 1998-August 2000

Johnston County Visitors Bureau

Smithfield, NC

Sales, assisted in marketing and promotions, research, tourism inventory control, data base management, itinerary development, community event planning, prepare finical reports, customer service, assisted in fundraising and grant writing.

**Research Assistant** January1996-August 1997

North Carolina State University

Raleigh NC

Conducted research, collect, code, and analyze data, report findings, and develop questionnaires.

**Appalachian Popular Programming Society** January 1995 – May 1995

Appalachian State University

Boone, NC

Assisted in the selection, promotion and production of performances by top regional acts.

**Social Club Staff** August 1994- May 1995

Appalachian State University

Boone, NC

Sales and production of events, crowd control, concessions, and event set up and take down.

**Assistant Recreation Director, Internship** May 1994 – August 1994

Sheraton Atlantic Beach, NC

Resort Recreation and Tennis Management

Myrtle Beach, SC

Direct, lead and program activities, and repair, marketing and promoting activities, budget and

financial management, community relations,

## Research and Scholarly Activities

**Publications (26)**

LaPan, C, Pugh, H., **Byrd, E.,** Boles, J. & Canziani, B. (under review). Wine tourism and wine connoisseurs: What motivates experts to visit? Submitted to Journal of Hospitality Marketing & Management.

Canziani, B. M., **Byrd, E. T**. (2021). Regulating regional wine quality through smart expansion and leadership. *Territoires du vin*. https://preo.u-bourgogne.fr/territoiresduvin/

**Byrd, E. T**., LaPan, C. M. (2021). Sustaining Community-Engaged Projects During a Pandemic. SCHOLE: A Journal of Leisure Studies and Recreation Education.

LaPana, C., **Byrd, E.T.,** Canzianic, B. and Boles, J. (2021). Visitor spending at wine festivals: Perspectives on stakeholder benefits. Anatolia.

Canziani, B. & **Byrd, E.T.,** Boles, J. (2018) Consumer Drivers of Muscadine Wine Purchase Decisions. Beverages, 4 (98)

**Byrd, E.T.,** Bhadury, J. & Troy, S.P. (2017) Wine tourism signage program in the USA. International Journal of Wine Business Research, 29 (4), 457-483.

**Byrd, E.T.**, Canziani, B., Boles, J., Williamson, N., & Sonmez, S. (2017). The Instrumentality of Information Sources for Wine Visitors: A Test of Enrichment and Selectivity Theory, International Journal of Wine Business Research, 29 (4), 416-433.

Canziani, B. & **Byrd, E.T.** (2017) Exploring the Influence of Regional Brand Equity in an Emerging Wine Sector. Journal of Wine Economics, 12(4) 370-377.

Gladwell, N.J., Bedini, L.A., & **Byrd, E.T.** (2017). Leisure as a Predictor to Health and Quality of Life in Caregivers, Annual in Therapeutic Recreation.

Canziani, B., **Byrd, E.T.,** & Hwang**,** J. (2016). Further exploration of subjective knowledge in

the wine sector, International Journal of Wine Business Research, 28 93), 246-265

**Byrd, E.T**., Canziani, B., Hsieh, J., Debbage, K., & Sonmez, S. (2016). Wine tourism: Motivating visitors through core and supplementary services, *Tourism Management, 52, 19-29*.

Cardenas, D. A., **Byrd, E. T**., & Duffy, L. (2015). An exploratory study of stakeholders understanding of sustainable tourism development principles, *Tourism and Hospitality Research, 15(4),* 254-266

Kraftchick, J.F., **Byrd, E.T.**, Canziani, B., & Gladwell, N.J. (2014). Understanding Beer Tourist Motivation. *Tourism Management Perspectives*, 12, 41-47.

**Byrd, E.T.,** Beedle, J., & Cardenas, D.A. (2014). Repeat Visitation and Visitor Spending at Events: Hogs and Muscle Cars. *Event Management.*

Beedle, J., Kline, C., Cardenas, D., **Byrd, E.** & Schneider, P. (2013) Attitudes towards women-owned tourism businesses. *Journal of Tourism and Cultural Change,* 11(3), 170-186.

Canziani, B.F., Sonmez, S., Hsieh, Y., & **Byrd, E.T.** (2012). A learning theory framework for sustainability education in tourism. *Journal of Teaching in Travel & Tourism, 12(1), 3-20.*

**Byrd, E. T.** & Gustke, L. D. (2011). Using decision trees to identify tourism stakeholders based on level of participation in tourism and community political activities. *Journal of Place Management and Development,* 4 (2).

Gladwell, N., Bedini, L., **Byrd, E.T.,** & Cardenas, D. (2010). Service provision barriers to the leisure travel of family caregivers. *Journal of Unconventional Parks, Tourism & Recreation Research,* 3 (1), 29-35*.*

**Byrd, E. T.** (2009). Howling wolves: Active experiential learning in event management, *SCHOLE: A Journal of Leisure Studies and Recreation Education*.

**Byrd, E.T.,** Bosley, H.E., & Dronberger, M. (2009). Stakeholder perceptions of tourism impact in eastern North Carolina. *Tourism Management*, 30, 693-703.

**Byrd, E. T.,** Cardenas, D. A., & Dregalla, S. (2009). Stakeholders' perceptions of tourism and the natural environment. *eTourism Review, 7 (2)*, 39-51.

**Byrd, E. T.**, Cardenas, D. A., & Greenwood, J.B. (2008). Factors of stakeholder support for sustainable tourism: The case of eastern North Carolina. *Tourism and Hospitality Research, 8 (3),* 192-204.

**Byrd, E. T.** & Gustke, L. D. (2007). Using decision trees to segment tourism stakeholders: The case of eastern North Carolina.  *Tourism and Hospitality Research, 7 (3-4),* 176-193.

**Byrd, E. T.** (2007). Stakeholders in sustainable tourism and their role: Applying stakeholder theory to sustainable development. *Tourism Review, 62 (2),* 6-13.

Braswell, J. D. & **Byrd, E. T.** (2006).Access to non-motorized boating areas. Research Note. *eTourism Review, 4(4), 92*-98*.*

**Byrd, E. T.** & Bedini, L. A. (2005). CSI in the classroom: Using crime solving games to teach research and Evaluation, *SCHOLE: A Journal of Leisure Studies and Recreation Education, 20*, 118-121.

**Book Chapters (4)**

Canziani, B., Sonmez, S., **Byrd, E.,** & Hsieh, Y. (2013). A Learning Theory Framework for Sustainability Education in Tourism. In D. Prebežac, C. Schott, P. Sheldon (Ed.), *The Tourism Education Futures Initiative: Activating Change in Tourism Education*. Routledge. (reprint of - Canziani, B.F., Sonmez, S., Hsieh, Y., & Byrd, E.T. (2012). A learning theory framework for sustainability education in tourism. Journal of Teaching in Travel & Tourism, 12(1), 3-20)

**Byrd, E.T.**, Duffy, L., & Gladwell, N.G. (2008). Ecotourism in rural America. *Encyclopedia of Rural America, 2nd edition.* (pp 966-1000). Millerton, N.Y.: Gray House.

Gladwell, N. J. & **Byrd, E. T.** (2005). Commercial Recreation. In Gaskill, P. (Ed), *Introduction to leisure services in North Carolina*. (pp 13-24). Debeque, IA: Kendall - Hunt Publishing.

**Byrd, E. T.** & Gustke, L. D. (2004). Identifying tourism stakeholder groups based on support for sustainable tourism development and participation in tourism activities. In Pineda, F. D. and Brebbia, C. A. (Eds), *Sustainable tourism: The sustainable world.* (pp. 97-108). WIT Press: London.

**Editor Conference Proceedings (6)**

**Byrd, E.T.** (Eds) (2018) *Proceedings for the 2020 SETTRA Spring Conference & Tourism Research Symposium, Little Rock, Arkansas, February 11, 2020.*

**Byrd, E.T.** & Woosnam, K.M. (Eds) (2018) *Proceedings for the 2018 SETTRA Spring Conference & Tourism Research Symposium, Myrtle Beach, South Carolina April 24, 2018.*

**Byrd, E.T.** & Woosnam, K.M. (Eds) (2017) *Proceedings for the 2017 SETTRA Spring Conference & Tourism Research Symposium, Knoxville, TN March 28, 2017.*

**Byrd, E.T.** & Woosnam, K.M. (Eds) (2017) *Proceedings for the 2017 SETTRA Spring Conference & Tourism Research Symposium, Knoxville, TN March 28, 2017.*

**Byrd, E.T**. (Ed.).(2016) *Proceedings for the 2016 SETTRA Spring Conference & Tourism Research Symposium, Baton Rouge, LA April 5, 2016.*

**Byrd, E.T**. (Ed.).(2015) *“Get In the Game” Proceedings for the 2015 SETTRA Spring Conference & Tourism Research Symposium, Charlotte, North Carolina, March 31, 2015.*

**Refereed Presentations (59)**

LaPan, C., **Byrd, E.T.**, Boles, J., MacSween, S. & Hunag, J. (2024) Predictors of Repeat Winery Visitation in North Carolina. 2024 Travel & Tourism Research Association Annual Conference

Boles, J., **Byrd, E.T.**, LaPan, C.,MacSween, S. & Hunag, J. (2024) Experience Mavens: Influential Consumers and Experiential Product Marketing. 2024 AMS Annual Conference

Lowdermilk, C., **Byrd, E.T.** & LaPan C. (2022) Agritourism and Slow- Entrepreneurship. 2022 SETTRA Conference & Tourism Research Symposium, Concord, NC, September, 2022.

Farr, T, Figuracion, S., Lowdermilk, C., Efsen, C., Humphries, T. & **Byrd. E.T.** (2022). Crafting the Craft Beverage Experience What Are Visitors Looking For? 2022 SETTRA Conference & Tourism Research Symposium, Concord, NC, September, 2022.

Rodriguez, K., **Byrd, E. T**., (2021). Southeastern Travel and Tourism Research Association 2021 Academic Research Symposium, "Rebranding Community Events to Increase Tourism Expenditures: From Bash to Mellon," SETTRA (Academic), Greenville, SC. September 2021.

LaPan, C. M., **Byrd, E. T**., Wolfrum, S., (2021) TTRA International Conference, "Examining farm-to-table during the COVID-19 pandemic: Sustainability and the chef-farmer relationship in times of stress," Travel and Tourism Research Association, Virtual, June 16, 2021.

**Byrd, E.T.,** LaPan, C., Canziani, B. & Boles, J. (2020) Wine festivals: Perspectives on stakeholder benefits. 2020 SETTRA Spring Conference & Tourism Research Symposium, Little Rock, Arkansas, February 11, 2020

Canziani, B. & **Byrd, E. T.** (2019) Regulating Regional Wine Quality through Smart Expansion and Leadership. UNESCO International Conference on Wine Market and Cultures of Consumption. Hong Kong

**Byrd, E.T.,** Sherman, M., Ford, G. & Tankard, L. (2019). Is Satisfaction Enough? Satisfaction with Wine Events and Attendees Future Intentions. 2019 SETTRA Spring Conference & Tourism Research Symposium, Daytona Beach, FL.

Canziani, B., **Byrd, E. T.** & Boles, J. (2018). Muscadine entrepreneurship: Will the grape sell the wine? American Association of Wine Economists Annual Conference, Ithaca, NY. June 28-July 2, 2017.

**Byrd, E.T**. & Troy, S.P. (2018) State Funding for Wine Marketing, Promotion, Education & Research: A Comparative Study. 2018 SETTRA Spring Conference & Tourism Research Symposium, Myrtle Beach, SC.

Rudisill, N., Spicer, L., Daly, S. & **Byrd, E.T.** (2018). A Comparison Study of Trail Town Certifications.

2018 SETTRA Spring Conference & Tourism Research Symposium, Myrtle Beach, SC.

Canziani, B. & **Byrd, E. T.** (2017). Exploring the Influence of Regional Brand Equity in an Emerging Wine Sector. American Association of Wine Economists Annual Conference, Padova, Italy. June 28-July 2, 2017.

Turner, T. & **Byrd, E.T.** (2017) We’re all in this together: Exploring Americana music festivals and communal exchange. 2017 SETTRA Spring Conference & Tourism Research Symposium, Knoxville, TN.

Cole, Z. & **Byrd, E.T.** (2016, April). Mountain Bike Tourists in the United States: Descriptive Profile and Behavior Characteristics 2016 SETTRA Spring Conference & Tourism Research Symposium, Baton Rouge, LA

**Byrd, E.T.**, Canziani, B., & Cole, Z. (2015, March). The Value of Information Sources for Wine Tourists: What Role Does Level of Wine Knowledge, Southeastern Travel and Tourism Research Association Research Symposium. Charlotte, North Carolina.

Cole, Z.D., **Byrd, E.T**., Canziani, B., Hsieh, J. & Debbage, K. (2014, September). Wine Tourism Geography: Demographics, Flow Patterns, Distance Decay, and Market Access in North Carolina, *Southeastern CHRIE*, Greenville NC.

**Byrd, E.T.** (2014, March). Longitudinal study of visitor spending at events: The impact of nearcations on Mayberry Days. *Southeastern Travel and Tourism Research Association Research Symposium,* Lexington, KY.

**Byrd, E.T.** (2014, March). Tourists on the greenways in Mount Airy: Use and direct spending. *Southeastern Travel and Tourism Research Association Research Symposium,* Lexington, KY.

**Byrd, E.T.**, Canziani, B., Hsieh, J., Debbage, K., & Sonmez, S. (2013, June). Predictors of repeat winery visitation in North Carolina,"*Travel and Tourism Research Association Annual Conference, Kansas City, MO.*

Kraftchick, J.F., **Byrd, E.T.**, Canziani, B., & Gladwell, N.J. (2013, March). Motivation factors for NC Brewery visitors. *Southeastern Travel and Tourism Research Association Research Symposium*, Atlanta, GA.

Canziani, B., **Byrd, E.T.,** Hsieh, Y., & Phelps, D. (2012, September). Stakeholder Influence on Research Design in a Winery Visitor Study. *Southeastern CHRIE, Pigeon Forge, TN.*

Cardenas, D. & **Byrd, E. T**. (2012, June). An exploratory study of stakeholder understanding of sustainable tourism development: The tourism professional's perspective. *Travel and Tourism Research Association Annual Conference, Virginia Beach, VA.*

Francioni, J. & **Byrd, E.T.** (2012, June). Beer tourists: Who are they? *Travel and Tourism Research Association Annual Conference, Virginia Beach, VA.*

Beedle, J. J., Cardenas, D. A., Kline, C., & **Byrd, E. T.** (2012, June). Resident attitudes towards women owned and operated tourism businesses in an emerging destination". *Travel and Tourism Research Association Annual Conference, Virginia Beach, VA.*

Gladwell, N. J., Bedini, L. A. & **Byrd, E. T.** (2011, November). Leisure as a predictor of cargivers' health and quality of life. *National Recreation and Park Association Conference, Leisure Research Symposium*, Atlanta, GA.

Duffy, L., Cardenas, D. A. , Chancellor, H. C. , & **Byrd, E. T.** (2011, June). Examining barriers, motivations, and perceptions of women working in the tourism industry: Case study of Ayampe, Ecuador. *Travel and Tourism Research Association*, London, Canada.

Canziani, B. M., Sonmez, S., **Byrd, E. T.**, & Hsieh, Y. (2011, May). A learning theory framework for sustainability education in the tourism sector. *TEFI Tourism Education Future Initiative Conference*, Philadelphia, PA.

Cardenas, D. A., Elekwa, N. K. , & **Byrd, E. T.** (2011, March). Motivational Differences Between Domestic/International Visitors to a Rural Region. *Southeastern Travel and Tourism Research Association Research Symposium*, Destin, FL.

Duffy, L. N., Cardenas, D. A., **Byrd, E. T.** , & Chancellor, H. C. (2011, March). Assessing expectations of tourism development through the application of a gender framework in community-based tourism planning. *Southeastern Travel and Tourism Research Association Research Symposium*, Destin, FL.

Beedle, J. & **Byrd, E.T.** (2010, March). Repeat visitation and visitor spending at events: Hogs and muscle cars. *Southeastern Travel and Tourism Research Association Research Symposium,* Nashville, TN.

Duffy, L., Cardenas, D. A., & **Byrd, E. T.** (2009, March). The University of North Carolina at Greensboro study abroad students' preparation for and participation in sustainable tourism practices. *Southeastern Travel and Tourism Research Association Research Symposium*. Montgomery, AL.

**Byrd, E. T.** & Cardenas, D. A. (2009, March). Using decision trees in tourism market segmentation. *Southeastern Travel and Tourism Research Association Research Symposium*. Montgomery, AL.

Dronberger, M., **Byrd, E.T.** & Cardenas, D.A. (2008, April). Sustainability assessment of Greensboro, NC. *Southeastern Travel and Tourism Research Association Research Symposium*. Asheville, NC.

Cardenas, D.A, Quintero, C., & **Byrd, E.T.** (2008, April). Sustainable tourism development from the ground up: The Case of Ayampe, Ecuador. *Southeastern Travel and Tourism Research Association Research Symposium.* Asheville, NC.

Duffy, L., Cardenas, D., & **Byrd, E.** (2008, April). Resident understanding of sustainable tourism in their community*. Southeastern Travel and Tourism Research Association Research Symposium.*Asheville, NC.

Yoo, S.I., **Byrd, E.T.,** Hsieh, J., & Gladwell, N.J. (2008, April). An analysis of the gap between golfers’ expectations and satisfaction. *Southeastern Travel and Tourism Research Association Research Symposium.* Asheville, NC.

**Byrd, E. T.,** Cardenas, D. A., & Greenwood, J. (2007, October).  Comparative analysis between North Carolina rural and urban communities in perceptions of sustainable tourism development: Stakeholder understanding of sustainable tourism development index. *International Society of Travel and Tourism Educators.* Charleston, SC.

Hsieh, J., Cardenas, D. A., & **Byrd, E. T.** (2007, October). Teaching capstone courses in travel and tourism. *International Society of Travel and Tourism Educators.* Charleston, SC.

Bedini, L. A., Gladwell, N. J., **Byrd, E. T.**, & Cardenas, D. A. (2007, September).  Service provision barriers to the leisure travel of family caregivers. *National Recreation and Park Association Congress*. Indianapolis, IN.

**Byrd, E. T.** & Gustke, L. D. (2007, June).  Using decision trees to identify tourism stakeholders based on level of participation in tourism and community political activities. *Travel and Tourism Research Association Annual Conference.* Las Vegas, NV.

Hsieh, J., Cardenas, D. A., & **Byrd, E. T.** (2007, March). Hong Kong tourism marketing analysis: A case study.   *Southeastern Travel and Tourism Research Association Research Symposium.* Biloxi, MS.

**Byrd, E. T.** & Cardenas, D. A. (2007, March).  Stakeholder understanding of sustainable tourism development. *Southeastern Travel and Tourism Research Association Research Symposium*. Biloxi, MS, 2007.

**Byrd, E.T**., Dregalla, S., & Cardenas, D. A. (2007, February). Differences in stakeholder attitudes of tourism development and the natural environment. *Southeastern Recreation Research Association Annual Conference*. Asheville, NC.

Hsieh, J., Cardenas, D. A., & **Byrd, E. T.** (2007, February). How to teach capstone courses.   *2007 Lilly South Conference on College and University Teaching*. Greensboro, North Carolina.

**Byrd, E. T.**, Honeycutt, B. T., & Bedini, L. A. (2007, February) Using games to encourage and enhance communication in the classroom. *2007 SPRE Teaching Institute*. Clemson University, Clemson, S.C.

Honeycutt, B. T., Dorwart, C. & **Byrd, E. T.** (2006, September) Playing with Bloom’s Taxonomy: Using educational games to enhance teaching and learning. *2nd Annual Scholarship of Teaching and Learning Showcase*. North Carolina State University, Raleigh, NC.

**Byrd, E. T.** & Cardenas, D. A. (2006, March). Elements of stakeholder support for tourism in rural communities: The case of eastern North Carolina. *Southeastern Travel and Tourism Research Association Research Symposium*. Sarasota, FL.

Bartlett, K. M., **Byrd, E. T.**, Cardenas, D. C., & Gladwell, N. J*.* (2006, March) Is displacement truly bad? The case of the High Point International Furniture Market. *Southeastern Travel and Tourism Research Association Research Symposium*. Sarasota, FL.

Braswell, J. D & **Byrd, E. T.** (2006, February). Access to non-motorized boating areas. *Southeastern Recreation Research Association Annual Conference*. Wilmington, NC.

Bartlett, K. M., **Byrd, E. T.**, Cardenas, D. C., & Gladwell, N. J*.* (2006, February). Displacement… negative for all stakeholders… are we sure? A case study of the High Point 2005 International Furniture Market. *Southeastern Recreation Research Association Annual Conference*. Wilmington, NC.

Honeycutt, B. T. & **Byrd, E. T.** (2006, February) More than just a game: A behind-the-scenes look at using games as a teaching and learning strategy. *2006 Lilly South Conference on College and University Teaching*. Greensboro, NC.

**Byrd, E. T.** & Bedini, L. A. (2005, November). How to conduct, interpret and utilize research and Evaluation”. *North Carolina Parks and Recreation Association/ South Carolina Parks and Recreation Association Joint Annual Conference*. Ashville, NC.

**Byrd, E. T.** & Cardenas, D. A. (2005, June). "Elements of stakeholder support in rural communities: The Case of eastern North Carolina.," *Travel and Tourism Research Association Annual Conference*. New Orleans, LA.

**Byrd, E. T.** & Gladwell, N. J. (2004, November). Community sustainability: What is park and recreation's role?, *North Carolina Recreation & Park Society Annual Conference*. Hickory, NC.

**Byrd, E. T.**, Gustke, L. G. & Brothers, G. (2004, October). Variables that influence stakeholder support for sustainable tourism development in rural eastern North Carolina. *National Recreation and Parks Association 2004 Annual Confrence, Session on Sustainable Tourism*. Reno, NV.

**Byrd, E. T.**, Gustke, L. G. & Brothers, G. (2004, October). Stakeholder theory and sustainable tourism development: Who are the stakeholders and what role should they play. *National Recreation and Parks Association 2004 Annual Confrence*. Reno, NV.

Byrd, E. T. & Gustke, L. G. (2004, July). An analysis of variables that influence stakeholder participation and support for sustainable tourism development in rural North Carolina. *Sustainable Tourism*. Segovia, Spain.

Byrd, E. T. & Bosley, H. E. (2004, June). Stakeholder perceptions of tourism impacts in eastern North Carolina, *Travel and Tourism Research Association 2004 Annual Confrence*. Montreal Canada.

Banks, S., **Byrd, E. T.**, Daniel, V., Johnson, K., Phillips, H. & Moore, R.. (2002, February). Non-compliance with leash law at a university forest: Should Boo Boo run free. *Southeastern Research Recreation Conference*. Athens, GA.

Kline, C. & **Byrd, E. T.** (2001, May) Farm Tourism Resources Teleconference. North Carolina State University. Raleigh, NC.

**Non-refereed Presentations (31)**

**Byrd, E.T**., Boles, J., LaPan, C., MacSween, S., Sloan, M. & Troy, S. (2023, February) NC Winery Visitor Study 2022. NC Winegrower's Association Annual Conference. Winston-Salem, North Carolina.

**Byrd, E. T**. & Troy, S., (2022, January) Winery Strategic Management 101, NC Winegrower's Association Annual Conference, Winston-Salem, North Carolina.

**Byrd, E. T**. & Troy, S., (2022, January) Winery Strategic Management 102 - Marketing, NC Winegrower's Association Annual Conference, Winston-Salem, North Carolina.

**Byrd, E. T.,** Troy, S., (2021, November). Southeastern United Grape and Wine Symposium, "Crafting the Wine Tourism Experience,"

Yeager, E., **Byrd, E. T**., Roberts, J., (2021, September) Southeastern Travel and Tourism Research Association/ Southeastern Tourism Association Joint Conference, "Rural & Small-Town Destination Success Amidst the COVID-19 Pandemic,", Greenville, SC.

**Byrd, E. T**., Canziani, B., Troy, S., (2021, March) NC Winegrower's Association Tasting Room Workshop, "WINEHOST - Winery Hospitality & Customer Service Management," NC Winegrower's Association online. Invited.

**Byrd, E.T.,** Canziani, B., Boles, J., LaPan, C., Troy, S., Reynolds, T. & Striewe, J. (2020, February). Strategic Plan North Carolina Wine and Grape Industry (2020 - 2024). *NC Wine Growers Association* *Annual Conference*, Winston-Salem, North Carolina.

Rhodes D.& **Byrd, E.T.** (2019, March) How to Increase the Economic Impact of your Festival or Special Event. NC Main Street Conference, Salisbury, NC.

**Byrd, E.T.,** Canziani, B., Troy, S. & Reynolds, T. (2019, February). NC Winery Smart Business Practices Study. NC Wine Growers Association Annual Conference, Winston-Salem, North Carolina.

**Byrd, E.T.** & Troy, S. (2019, February). Status Report and Analysis of Strategic Plan North Carolina Wine and Grape Industry (2014 - 2019). NC Wine Growers Association Annual Conference, Winston-Salem, North Carolina.

**Byrd, E.T.** (2018, February) Agritourism & Hospitality Management. NC Agritourism Conference. Winston-Salem, North Carolina

**Byrd, E.T.** & Troy, S. (2018, February) Marketing & Selling to Millennials. Wine Growers Association Annual Conference, Winston-Salem, North Carolina.

Boles, J., **Byrd, E.T.,** Canziani, B., & Troy, S. (2018, January) Marketing Fresh North Carolina Muscadine Grapes: Consumer and Commercial Buyer Analysis. NC Muscadine Growers Association.

**Byrd, E.T.** (2017, May) Economic Impact of Trails and Outdoor Recreation. Mountains to the Sea Trail Community Conference. Elkin, North Carolina.

**Byrd, E.T.,** Canziani, B., Boles, J & Williamson, N. (2017, March) The Value of Previous Travel Experience on Visitor Information Search. VisitNC 365: Tourism Research Symposium, Greenville, North Carolina.

**Byrd, E.T.,** Bhadury, J, Canziani, B. & Troy, S. (2017, January) Using WINEHOST: Winery Hospitality & Customer Service Management. NC Wine Growers Association Annual Conference, Winston-Salem, North Carolina.

**Byrd, E.T.** & Troy, S. (2016, November) The Business of Wine: The UNCG Approach. Southeastern United Grape and Wine Symposium. Dobson, North Carolina.

**Byrd, E.T.,** Canziani, B., Bhadury, J, & Troy, S. (2016, July). Update on WINEHOST: Winery Hospitality and Customer Service Management. NC Wine Summit. Greensboro, NC.

**Byrd, E.T.,** Bhadury, J, Canziani, B. & Troy, S. (2016, June). WINEHOST: Winery Hospitality and   
Customer Service Management. *NC Wine Growers Association Tasting Room Profitability & Wine Club Workshop*, Dobson, North Carolina.

**Byrd, E.T.** (2016). What’s Old is New. Lexington Tourism Authority Annual Retreat. Lexington, NC.

Boles, J., **Byrd, E.T.,** Bhardury, J. & Troy, S. (2016, January) North Carolina Muscadine Grape Marketing Analysis. *NC Muscadine Grape Association Annual Conference,* Kenansville, NC.

**Byrd, E.T.,** Bhadury, J, Canziani, B. & Troy, S. (2016, January). Winery Hospitality and   
Customer Service Management. *NC Wine Growers Association Annual Conference*, Winston-Salem, North Carolina.

**Byrd, E.T.,** Bhadury, J, Canziani, B, Hsieh, J. Debbage, K., Sonmez, S. & Troy, S. (March, 2015). North Carolina Winery Visitor Study: Management Implications & Growth of a Partnership. North Carolina Governor's Conference on Tourism: Tourism Research Symposium, Pinehurst, North Carolina.

**Byrd, E.T.,** Bhadury, J, Canziani, B. & Troy, S. (2015, January). North Carolina Winery Classification. *NC Wine Growers Association Annual Conference*, Winston-Salem, North Carolina.

Bhadury, J, **Byrd, E.T.** & Troy, S. (2015, January). NC Agricultural Tourism Directional Signage Program (NCATDSP): A Benchmarking Study. *NC Wine Growers Association Annual Conference*, Winston-Salem, North Carolina.

**Byrd, E.T.** & Rhodes, D. (2014, June). Tourists on the Greenways in Mount Airy: Use and Direct Spending. Mount Airy Parks and Recreation. Final report to Mount Airy City Board of Commissioners

**Byrd, E.** (2014, March). Building the Research Relationship –Meeting our Mutual Needs. North Carolina Governor's Conference on Tourism: Tourism Research Symposium, Charlotte, North Carolina.

Canziani, B., **Byrd, E.T.,** Banks, M., Troy, S., Bhadury, J., P. Ford (2014, February). Strategic Plan North Carolina Wine and Grape Industry (2014 - 2019). *NC Wine Growers Association Annual Conference*, Winston-Salem, North Carolina.

**Byrd, E.T.** (2013, May). Economic impact of parks and recreation. *Economic impact of parks and recreation Teleconference.* *Recreation Resources Service,* Raleigh, NC.

**Byrd, E.T.**, Canziani, B., Hsieh, J., Debbage, K., & Sonmez, S. (2013, February). Study of Visitors to North Carolina Wineries 2012. *NC Wine Growers Association Annual Meeting*, Winston-Salem, NC.

**Byrd, E.T.** (2010, December). Destination management and recreation. *Connecting Parks and Recreation Departments with Tourism Teleconference.* *Recreation Resources Service,* Raleigh, NC.

**Byrd, E.T.** (2008, November). What is sustainable tourism? *Piedmont Triad Area Hosts Meeting*. Greensboro, N.C.

Refereed Proceedings

***Full Paper (2)***

**Byrd, E. T.** & Gustke, L. D. (2007). Using decision trees to identify tourism stakeholders based on level of participation in tourism and community political activities. *Travel and Tourism Research Association Annual Conference.* Las Vegas, NV.

**Byrd, E. T.** & Bosley, H. E. (2004). Stakeholder perceptions of tourism impacts in eastern North Carolina. *Proceedings of the Travel and Tourism Research Association 2004 Annual Conference*. Montreal Canada.

***Abstract Only (24)***

Rudisill, N., Spicer, L., Daly, S. & **Byrd, E.T.** (2018). A Comparison Study of Trail Town Certifications.

2018 SETTRA Spring Conference & Tourism Research Symposium, Myrtle Beach, SC.

Turner, T. & **Byrd, E.T.** (2017) We’re all in this together: Exploring Americana music festivals and communal exchange. 2017 SETTRA Spring Conference & Tourism Research Symposium, Knoxville, TN.

Cole, Z. & **Byrd, E.T.** (2016, April). Mountain Bike Tourists in the United States: Descriptive Profile and Behavior Characteristics 2016 SETTRA Spring Conference & Tourism Research Symposium, Baton Rouge, LA

**Byrd, E.T.**, Canziani, B., & Cole, Z. (2015, March). The Value of Information Sources for Wine Tourists: What Role Does Level of Wine Knowledge, Submitted to Southeastern Travel and Tourism Research Association Research Symposium. Charlotte, North Carolina.

Cole, Z.D., **Byrd, E.T**., Canziani, B., Hsieh, J. & Debbage, K. (2014, September). Wine Tourism Geography: Demographics, Flow Patterns, Distance Decay, and Market Access in North Carolina, *Southeastern CHRIE*, Greenville NC.

**Byrd, E.T.** (2014, March). Longitudinal study of visitor spending at events: The impact of nearcations on Mayberry Days. *Southeastern Travel and Tourism Research Association Research Symposium,* Lexington, KY.

**Byrd, E.T.** (2014, March). Tourists on the greenways in Mount Airy: Use and direct spending. *Southeastern Travel and Tourism Research Association Research Symposium,* Lexington, KY.

**Byrd, E.T.**, Canziani, B., Hsieh, J., Debbage, K., & Sonmez, S. (2013, June). Predictors of repeat winery visitation in North Carolina, *“Travel and Tourism Research Association Annual Conference, Kansas City, MO.*

Canziani, B., **Byrd, E.T**., Hsieh, Y., & Phelps, D. (2012, September). Stakeholder Influence on Research Design in a Winery Visitor Study. Southeastern CHRIE, Pigeon Forge, TN.

Cardenas, D. & **Byrd, E. T**. (2012, June). An exploratory study of stakeholder understanding of sustainable tourism development: The tourism professional's perspective. *Travel and Tourism Research Association Annual Conference, Virginia Beach, VA.*

Francioni, J. & **Byrd, E.T.** (2012, June). Beer tourists: Who are they? *Travel and Tourism Research Association Annual Conference, Virginia Beach, VA.*

Beedle, J. J., Cardenas, D. A., Kline, C., & **Byrd, E. T.** (2012, June). Resident attitudes towards women owned and operated tourism businesses in an emerging destination". *Travel and Tourism Research Association Annual Conference, Virginia Beach, VA.*

Cardenas, D.A, Quintero, C., & **Byrd, E.T.** (2008). Sustainable tourism development from the ground up: The case of Ayampe, Ecuador. *Southeastern Travel and Tourism Research Association Research Symposium*. Asheville, NC.

Duffy, L., Cardenas, D., & **Byrd, E.** (2008). Resident understanding of sustainable tourism in their community. *Southeastern Travel and Tourism Research Association Research Symposium*. Asheville, NC.

Bedini, L. A., Gladwell, N. J. , **Byrd, E. T.** , & Cardenas, D. A. (2007).  Service provision barriers to the leisure travel of family caregivers. *National Recreation and Park Association Congress.* Indianapolis, IN.

**Byrd, E. T.,** Cardenas, D. A., & Greenwood, J. (2007).  Comparative analysis between North Carolina rural and urban communities in perceptions of sustainable tourism development: Stakeholder understanding of sustainable tourism development index. *International Society of Travel and Tourism Educators.* Charleston, SC.

**Byrd, E. T.** & Cardenas, D. A. (2007).  Stakeholder understanding of sustainable tourism development. *Southeastern Travel and Tourism Research Association Research Symposium*. Biloxi, MS.

**Byrd, E.T**., Dregalla, S., & Cardenas, D. A. (2007, February). Differences in stakeholder attitudes of tourism development and the natural environment. *Southeastern Recreation Research Association Annual Conference*, Ashville, NC.

**Byrd, E. T.** & Cardenas, D. A. (2006). Elements of stakeholder support for tourism in rural communities: The Case of eastern North Carolina. *Proceedings of the Southeastern Travel and Tourism Research Association Research Symposium*. Sarasota, FL.

Bartlett, K. M., **Byrd, E. T.**, Cardenas, D. C., & Gladwell, N.J*.* (2006). Displacement… negative for all stakeholders… are we sure? A case study of the High Point 2005 International Furniture Market. *Proceedings of the Southeastern Recreation Research Association Annual Conference*. Wilmington, NC.

Braswell, J. D. & **Byrd, E. T.** (2006). Access to non-motorized boating areas. *Proceedings of the Southeastern Recreation Research Association Annual Conference*. Wilmington, NC.

**Byrd, E. T.**, Gustke, L., & Brothers, G. (2004). Stakeholder theory and sustainable tourism development: Who are the stakeholders and what role should they play, *Proceedings of the National Recreation and Park Association - Leisure Research Symposium*. Reno, NV.

**Byrd, E. T.**, Gustke, L., & Brothers, G. (2004). Tourism development in rural eastern North Carolina," *Proceedings of the National Recreation and Park Association - Leisure Research Symposium*. Reno, NV.

Sharik, T. L., Wellman, J. D., Banks, S., **Byrd, E. T.**, Cardenas, D., & Day, T. M.. (2002). Student perceptions of a high quality undergraduate experience: Implications for teaching and learning in natural resources. *Proceedings of the University Education in Natural Resources Conference Proceedings*. Raleigh, NC.

## Technical Reports (38)

**Byrd, E.T**., Boles, J., LaPan, C., MacSween, S., Sloan, M. & Troy, S. (2023) NC Wine Consumer Marketing Study 2023. NC Wine and Grape Council.

**Byrd, E.T.,** Troy, S., McLaughlin D. & McLaughlin, C. (2021) NC Wine Stakeholder Familiarization Tours (FAM) 2021. NC Wine and Grape Council.

Troy, S. & **Byrd, E.T.** (2021) “…through the Grapevine” (NC Wine Industry Newsletter – Spring, Summer & Fall). NC Wine and Grape Council.

**Byrd, E.T.,** Canziani, B., Troy, S., Ford, G., & Kuehn, S. (2021) NC Wine Industry Needs Study. NC Wine and Grape Council.

**Byrd, E.T.,** Canziani, B. Boles, J, LaPan, C., Reynolds, T., Troy, S. & Striewe, J. (2020) Strategic Plan North Carolina Wine and Grape Industry (2020 - 2024). NC Wine and Grape Council.

**Byrd, E.T.** & Ford, G. (2019) High Point Furniture Tourism Market Study. High Point Convention & Visitors Bureau.

**Byrd, E.T**., Ford, G, & Sherman, M. (2019) Maker Trails. Piedmont Triad Destination Marketing Organization. Piedmont Triad Destination Marketing Organization.

**Byrd, E.T.** & Troy, S. (2019). Status Report and Analysis of Strategic Plan North Carolina Wine and Grape Industry (2014 - 2019). NC Wine and Grape Council.

**Byrd, E.T.**, Canziani, B., Troy, S. & Reynolds, T. (2018) NC Winery Smart Business Practices Study. NC Wine and Grape Council

Sherman, M. & **Byrd, E.T.** (2018). Direct Visitor Spending at the 2018 Budbreak Wine and Craft Beer Festival. Mount Airy Visitors Center.

Tankard, B. & **Byrd, E.T.** (2018) Direct Visitor Spending at 2018 Boonville Bash. Town of Boonville, NC.

Grogan, N. & **Byrd, E.T.** (2018) Makers Inventory Summary: Piedmont Triad Destination Marketing Organization. Piedmont Triad Destination Marketing Organization.

Rudisill, N. & **Byrd, E.T.** (2018) Review of Trail Towns. Friends of the Mountains-to-Sea Trail, NC

Rudisill, N., Spicer, L., Daly, S., **Byrd, E.T.** & Troy, S.P. (2018) Session Notes for the NC Winegrowers Association Conference. NC Winegrowers Association.

Boles, J., **Byrd, E.T.,** Canziani, B., & Troy, S. (2017). Marketing Fresh North Carolina Muscadine Grapes Consumer and Commercial Buyer Analysis. NC Wine and Grape Council.

**Byrd, E.T.,** Canziani, B.C., Gladwell, N.J. & Boles, J. (2015) Greensboro Tourism Conference and Meeting Market Study, Greensboro Area Convention and Visitors Bureau, Greensboro, NC.

**Byrd, E.T.** & Troy, S. (2017). Comparative Study: Funding Wine Marketing, Promotion, Education & Research in Selected Peer States To NC. NC Wine and Grape Council.

Boles, J., **Byrd, E.T.,** Bhadury, J., & Troy, S. (2015) North Carolina Muscadine Grape Marketing Analysis. NC Wine and Grape Council.

**Byrd, E.T.**, Bhadury, J., Troy, S., & Canziani, B. (2015), North Carolina Winery Classification Model. North Carolina Wine and Grape Council.

Bhadury, J, **Byrd, E.T.** & Troy, S. (2015). NC Agricultural Tourism Directional Signage Program (NCATDSP): A Benchmarking Study. North Carolina Department of Agriculture and Consumer Services.

**Byrd, E.T.** & Rhodes, D. (2014). Tourists on the Greenways in Mount Airy: Use and Direct Spending. Mount Airy Parks and Recreation.

Canziani, B., **Byrd, E.T**., Banks, M., Troy, S., & Bhadury, J. (2014). Strategic Plan North Carolina Wine and Grape Industry (2014 - 2019). North Carolina Department of Agriculture and Consumer Services.

Gladwell, N.J., **Byrd, E.T.,** Castle, C., Neuhauser, B., & Parfitt, L. (2013). Orange County

Parks and Recreation Needs Assessment 2012. Orange County Department of Environment, Agriculture, Parks, and Recreation.

**Byrd, E.T**., Canziani, B., Hsieh, Y., & Debbage, K. (2012). Study of Visitors to North Carolina Wineries 2012. Prepared for North Carolina Department of Commerce: Division of Tourism, Film and Sports Development.

Gladwell, N.J., **Byrd, E.T.,** Bedini, L.A., Stone, C.F., & Capriolo, J. (2012). Inventory of Park and Recreation Programs in Guilford County. Prepared for Greensboro Parks and Recreation.

**Byrd, E. T.** (2010). Dixie Classic Fair 2010 Guest Study. Prepared for the Dixie Classic Fair.

**Byrd, E.T.** & Beedle, J. (2009). 2009 Surry County Event Report Direct Visitor Spending at Surry County Events. Prepared for the Greater Mount Airy Chamber of Commerce & Mount Airy Visitors Center. Mount Airy, NC.

**Byrd, E. T.** (2008) Autumn Leaves Festival Economic Impact Study. Prepared for the Greater Mount Airy Chamber of Commerce & Mount Airy Visitors Center. Mount Airy, NC.

Gottovi, N., Harris C., Emert, T., Hemann, R., Rierson Michael, A., & **Byrd, E.T.** (2008). Denton Resource Team Report. Prepared for Central ParkNC. Star, NC.

Duffy, L., **Byrd, E.T**., & Cardenas, D.A. (2008). Surry County residents understanding of sustainable tourism. Prepared for the Greater Mount Airy Chamber of Commerce & Mount Airy Visitors Center. Mount Airy, NC.

**Byrd, E. T.** (2008). Economic impact of tourism in the North Carolina Piedmont Triad Counties. Prepared for the Piedmont Triad Council of Governments. Greensboro, NC.

**Byrd, E. T.** (2007) Central Park North Carolina predicted increase in employment: Based on the introduction of interactive tourism website. Prepared for the Piedmont Triad Council of Governments. Greensboro, NC

Byrd, E.T., Cardenas, D.A., Gladwell, N.J., & Dronberger, M. (2007) Greensboro Convention and Visitors Bureau visitor study. Prepared for the Greensboro Area Convention and Visitors Bureau, Greensboro, NC.

**Byrd, E. T.** (2006). 2006 Johnston County visitor’s study. Prepared for the Johnston County Convention Bureau. Smithfield, NC.

# Byrd, E. T. (2005). Alamance County residential perceptions to tourism and tourism development. Prepared for the Burlington/ Alamance County Convention and Visitors Bureau. Burlington, NC.

**Byrd, E. T.** & Lewis, C. (2004). 2004 Johnston County visitor’s study. Prepared for the Johnston County Visitors Bureau. Smithfield, NC.

**Byrd, E. T.** & Gustke, L.G. (2002). Eastern 4H Environmental Education Conference and Retreat Center: Strategic short range and long range marketing and development plans. Prepared for Eastern 4H Environmental Education Conference and Center. Columbia, NC.

**Byrd, E. T.** (2001) Pinehurst visitor study 2001. Prepared for Village of Pinehurst, Southern Pines and Aberdeen Area Convention and Visitors Bureau. Pinehurst, NC.

**Byrd, E. T.** (1997). Polk County visitor study. Prepared for Polk County Travel and Tourism. Columbus, NC.

Contracts/ Grants

*External (25)*

Byrd, E.T. (2023). UNCG - Creating Outdoor Recreation Economies (UNCG - CORE). NC Department of Commerce ($15,000).

Byrd, E.T., Bhadury, J., Boles, J., LaPan, C., Troy, S. & McSween, S. (2023) Strategic Plan for the North Carolina Wine and Grape Industry (2025-2029). NC Wine and Grape Council ($22,500)

Byrd, E.T., Boles, J., LaPan, C., Troy, S MacSween, S. & Sloan, M. (2022) NC Wine Consumer Marketing Study. North Carolina Department of Agriculture and Consumer Services (NCDACS) ($22,770)

Byrd, E.T. & Troy, S (2021) NC Wine Stakeholder Familiarization Tours (FAM) North Carolina Department of Agriculture and Consumer Services (NCDACS) ($16,720)

Byrd, E.T., Canziani, B., & Troy, S (2021) NC Wine Stakeholder Communication & Education Initiative (SCEI) North Carolina Department of Agriculture and Consumer Services (NCDACS) ($11,000)

Byrd, E.T., Canziani, B., & Troy, S (2020) NC Wine Industry Needs Study (NC-WINS) North Carolina Department of Agriculture and Consumer Services (NCDACS) ($10,000)

Byrd, E.T. (2020). 2019 -2020 Community Economic Impact of Events and Festivals. Appalachian Regional Commission ($1,000)

Byrd, E.T., Canziani, B., Boles, J. & Troy, S (2019) North Carolina's Wine Summit. NC Wine and Grape Council ($2,000)

Byrd, E.T., Canziani, B., Boles, J., LaPan, C., Reynolds, T. & Troy, S (2018) Strategic Plan for the North Carolina Wine and Grape Industry (2020-2025). NC Wine and Grape Council ($22,495)

Byrd, E.T. & Troy, S (2018) North Carolina's Wine Summit. NC Wine and Grape Council ($1,496)

Byrd, E.T. & Troy, S. (2018) Marketing North Carolina's Winegrowers Associations' Quality Alliance Program (QAP). NC Wine and Grape Council ($3,993)

Byrd, E.T. (2018). High Point Furniture Attendance Shopping Tracker. High Point Convention and Visitors Bureau ($2,400)

Byrd, E.T. (2017). Community Economic Impact of Events and Festivals. Appalachian Regional Commission ($999.90)

Byrd, E.T., Canziani, B. & Troy, S. (2016). NC Winery Best Business Practices Study. NC Department of Agriculture ($16,995)

Byrd, E.T. & Troy, S. (2016). Comparative Study: Funding Wine Marketing in Peer States. NC Department of Agriculture ($5,995)

Byrd, E.T., Boles, J., Buadury, J., & Troy, S. (2016) North Carolina Muscadine Grape & Grape Products Marketing Study NC Department of Agriculture ($15,400)

Byrd, E.T., Gladwell, N.J., Canziani, B.C., Cole, Z. & Boles, J. (2015) Greensboro Tourism Leisure and Conversion Market Segment Study, Greensboro Area Convention and Visitors Bureau, Greensboro, NC. ($47,000).

Boles, J., Byrd, E.T., Buadury, J., & Troy, S. (2015) NC Muscadine Fresh Grape and Wine Marketing Analysis. NC Department of Agriculture ($5,000)

Byrd, E.T., Buadury, J., Canziani, B, & Troy, S. (2015) Online Training Program in Winery Hospitality and Customer Service Management. NC Department of Agriculture ($17,000)

Byrd, E.T., Buadury, J., Canziani, B, & Troy, S. (2014) NC Winery Categorization Model. NC Department of Agriculture ($25,000)

Buadury, J., Byrd, E.T., Troy, S. (2014). AGRI-SIGN Research Project. NC Department of Agriculture ($15,000)

Canziani, B., Byrd, E.T., Bhadury, J, & Troy, S. (2013). WINESTRAT. NC Department of Agriculture ($15,000)

Gladwell, N.J. & Byrd, E.T. (2012) Orange County Parks and Recreation Needs Assessment. ($18,403)

Byrd, E.T., Canziani, B., Hsieh, J., & Debbage, K. (2012). Study of Visitors to NC Wineries. NC Department of Commerce, Raleigh, NC. ($13,000)

Gladwell, N., Byrd, E.T., Bedini, L., & Stone, C. (2011). Inventory of Park and Recreation Programs in Guilford County, NC. Greensboro Parks and Recreation, Greensboro NC, ($13,750).

Byrd, E.T., Cardenas, D.A., & Gladwell, N.J. (2007) Greensboro CVB Visitor Study. Greensboro Area Convention and Visitors Bureau, Greensboro, NC. ($27,324).

Byrd, E. T. (2005) Johnston County Visitor’s Study. Johnston County Visitors Bureau, Smithfield, NC. ($1,129.50)

*Internal (9)*

LaPan, C. & Byrd, E.T. (2019). Sustainability values in culinary tourism: exploring the link between restaurants, farmers and tourists. VF Virtual Collaboratory in Sustainable Business Practices. UNCG ($5,000)

Lawrimore, E., Cox, R., Gwynn D., & Byrd, E.T. (2018). A Marketing and Tourism Partnership with the Triad Brewing Industry. UNCG Office of Research and Economic Development ($16,000)

Byrd, E.T. (2011). Assessing expectations of tourism development through the application of a gender framework in community-based tourism planning. UNCG Scholars’ Travel Fund ($350)

Byrd, E.T. (2010). Rio Ayampe Region Visitor Study. UNCG Summer Excellence Grant. ($5,000)

Cardenas, D.A. & Byrd, E.T. (2010). Rio Ayampe Region Visitor Study. UNCG Regular Faculty Grant. ($10,000)

Byrd, E.T. (2009). Using decision trees in tourism market segmentation. UNCG Scholars’ Travel Fund ($350)

Byrd, E.T. (2008). An analysis of the gap between golfers’ expectations and satisfaction. UNCG Scholars’ Travel Fund ($150)

Byrd, E.T. (2007). A case study of destination marketing in Hong Kong. UNCG Scholars’ Travel Fund ($290)

Byrd, E. T. (2004). Development of a support for sustainable tourism index. UNCG New Faculty Grant ($5,000)

**Awards**

Lloyd International Honors Faculty Fellow, Lloyd International Honors Program – UNCG. 2019

Dean and Tracy Priddy Dean's Notable Scholar, Bryan School of Business and Economics, University of North Carolina Greensboro. 2015-2016

2013 Senior Teaching Excellence Award, Bryan School of Business and Economics, University of North Carolina Greensboro

2011 Gail M. Hennis Excellence in Teaching Award, University of North Carolina Greensboro

Graduate Research Certificate from the College of Natural Resources, North Carolina State University, May 17, 2003.

**Institution Involvement**

**Teaching at University of North Carolina at Greensboro**

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| **2019-20 AY** | | **Semester Taught** |
| STH 200 | Introduction to Sustainable Development | Fall 2019 |
| STH 332 | Sustainable Destination Planning & Management | Fall 2019 |
| STH 491 | Tourism & Hospitality Strategic Management | Fall 2019 |
| STH 311 | Sustainable Food and Beverage | Spring 2020 |
| STH 433 | Business Tourism | Spring 2020 |
| STH 491 | Tourism & Hospitality Strategic Management | Spring 2020 |
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| **2018-19 AY** | | **Semester Taught** |
| STH 200 | Introduction to Sustainable Development | Fall 2018 |
| STH 332 | Sustainable Destination Planning & Management | Fall 2018 |
| STH 491 | Tourism & Hospitality Strategic Management | Fall 2018 |
| HHS 228 | Introduction to Sustainable Development | Spring 2019 |
| STH 200 | Introduction to Sustainable Development | Spring 2019 |
| STH 491 | Tourism & Hospitality Strategic Management | Spring 2019 |
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| **2017-18 AY** | | | **Semester Taught** |
| STH 200 | | Introduction to Sustainable Development | Fall 2017 |
| STH 332 | | Sustainable Destination Planning & Management | Fall 2017 |
| STH 491 | | Tourism & Hospitality Strategic Management | Fall 2017 |
| HHS 228 | | Introduction to Sustainable Development | Spring 2018 |
| STH 200 | | Introduction to Sustainable Development | Spring 2018 |
| STH 491 | | Tourism & Hospitality Strategic Management | Spring 2018 |
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| **2016-17 AY** | | | **Semester Taught** |
| HHS 128 | | Introduction to Sustainable Development | Fall 2016 |
| STH 332 | | Sustainable Destination Planning & Management | Fall 2016 |
| STH 491 | | Tourism & Hospitality Strategic Management | Fall 2016 |
| STH 311 | | Sustainable Food and Beverage | Spring 2017 |
| STH 433 | | Business Tourism | Spring 2017 |
| STH 491 | | Tourism & Hospitality Strategic Management | Spring 2017 |
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| **2015-16 AY** | | | **Semester Taught** |
| STH 332 | Sustainable Destination Planning & Management | | Fall 2015 |
| STH 354 | Restaurant Entrepreneurship | | Fall 2015 |
| STH 491 | Tourism & Hospitality Strategic Management | | Fall 2015 |
| STH 232 | Tourism Impacts & Alternatives | | Spring 2016 |
| STH 311 | Sustainable Food and Beverage | | Spring 2016 |
| STH 491 | Tourism & Hospitality Strategic Management | | Spring 2016 |

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| **2014-15 AY** | | **Semester Taught** |
| STH 232 | Tourism Impacts & Alternatives | Fall 2014 |
| STH 332 | Sustainable Destination Planning & Management | Fall 2014 |
| STH 491 | Tourism & Hospitality Strategic Management | Fall 2014 |
| STH 311 | Sustainable Food and Beverage | Spring 2015 |
| STH 401 | Hotel & Travel Services Marketing | Spring 2015 |
| STH 491 | Tourism & Hospitality Strategic Management | Spring 2015 |

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| **2013-14 AY** | | **Semester Taught** |
| STH 232 | Tourism Impacts & Alternatives | Fall 2013 |
| STH 332 | Sustainable Destination Planning & Management | Fall 2013 |
| STH 491 | Tourism & Hospitality Strategic Management | Fall 2013 |
| CRS 684 | Problems in Retail Marketing | Fall 2013 |
| STH 311 | Sustainable Food and Beverage | Spring 2014 |
| STH 491 | Tourism & Hospitality Strategic Management | Spring 2014 |
| STH 417 | Internship | Summer 2014 |

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| **2012-13 AY** | | **Semester Taught** |
| RPM 423 | Meeting and Event Planning and Management | Fall 2012 |
| HTM 352 | Destination Management | Fall 2012 |
| HTM 456 | Issues and Trends in Hospitality and Tourism | Fall 2012 |
| HTM 456 | Issues and Trends in Hospitality and Tourism | Spring 2013 |
| RPM 429 | Special Event Management | Spring 2013 |
| RPM 417 | Internship in Recreation and Parks | Summer 2013 |

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| **2011-12 AY** | | **Semester Taught** |
| RPM 342 | Recreation Area and Facility Development | Fall 2011 |
| RPM 423 | Meeting and Event Planning and Management | Fall 2011 |
| HTM 352 | Destination Management | Fall 2011 |
| RPM 111 | Introduction to Recreation and Parks | Spring 2012 |
| RPM 429 | Special Event Management | Spring 2012 |
| RPM 417 | Internship in Recreation and Parks | Summer 2012 |

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| **2010-11 AY** | | | | | **Semester Taught** |
| RPM 423 | Meeting and Event Planning and Management | | | | Fall 2010 |
| HTM 352 | Destination Management | | | | Fall 2010 |
| RPM 612 | Research Applications in Recreation, Parks, and Tourism | | | | Fall 2010 |
| RPM 418 | Research and Evaluation in Recreation, Parks and Tourism | | | | Spring 2011 |
| RPM 429 | Special Event Management | | | | Spring 2011 |
| RPM 417 | Internship in Recreation and Parks | | | | Summer 2011 |
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| **2009-10 AY** | | | | | **Semester Taught** |
| RPM 423 | Meeting and Event Planning and Management | | | | Fall 2009 |
| RPM 418 | Research and Evaluation in Recreation, Parks and Tourism | | | | Fall 2009 |
| HTM 352 | Destination Management | | | | Spring 2010 |
| RPM 429 | Special Event Management | | | | Spring 2010 |
| RPM 627 | Conceptual Foundations of Travel and Tourism | | | | Spring 2010 |
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| **2008-09 AY** | | | **Semester Taught** | | | |
| RPM 423 | Meeting and Event Planning and Management | | Fall 2008 | | | |
| HTM 352 | Destination Management | | Fall 2008 | | | |
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| RPM 429 | Special Event Management | | Spring 2009 | | | |
| RPM 417 | Internship in Recreation and Parks | | Summer 2009 | | | |
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| **2007-08 AY** | | | | **Semester Taught** | | |
| HTM 452 | Meeting and Event Planning and Management | | | Fall 2007 | | |
| HTM463 | Sustainable Tourism Development | | | Fall 2007 | | |
| HTM 352 | Destination Management | | | Spring 2008 | | |
| HTM456 | Issues and Trends in Hospitality and Tourism | | | Spring 2008 | | |
| RPM 315 | | Practicum in Recreation and Parks | | Summer 2008 | | |
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| **2006-07 AY** | | **Semester Taught** |
| HTM 452 | Meeting and Event Planning and Management | Fall 2006 |
| HTM463 | Sustainable Tourism Development | Fall 2006 |
| HTM 352 | Destination Management | Spring 2007 |
| RPM 511 | Senior Seminar in Recreation and Parks | Spring 2007 |
| HTM 455 | Internship in Hospitality and Tourism Management | Summer 2007 |

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| **2005-06 AY** | | | **Semester Taught** |
| RPM 418 | Research and Evaluation in Recreation, Parks and Tourism | | Fall 2005 |
| HTM 452 | Meeting and Event Planning and Management | | Fall 2005 |
| RPM 695 | Independent Study | | Fall 2005 |
| RPM 696 | Directed Readings | | Fall 2005 |
| HTM 352 | Destination Management | | Spring 2006 |
| RPM 511 | Senior Seminar in Recreation and Parks | | Spring 2006 |
| RPM 417 | Internship in Recreation and Parks | | Summer 2006 |
| RPM 696 | Directed Readings | | Summer 2006 |

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| **2004-05 AY** | | **Semester Taught** |
| RPM 418 | Research and Evaluation in Recreation, Parks and Tourism | Fall 2004 |
| HTM 452 | Meeting and Event Planning and Management | Fall 2004 |
| RPM 695 | Independent Study | Fall 2004 |
| RPTM418 | Research and Evaluation in Recreation, Parks and Tourism | Spring 2005 |
| HTM 463 | Sustainable Tourism Development | Spring 2005 |
| RPT 663 | Concepts and Issues in Sustainable Tourism | Spring 2005 |
| RPM 315 | Practicum in Recreation and Parks | Summer 2005 |

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| **2003-04 AY** | | **Semester Taught** |
| RPM 418 | Research and Evaluation in Recreation, Parks and Tourism | Fall 2003 |
| RPM 423 | Meeting and Event Planning and Management | Fall 2003 |
| RPM 418 | Research and Evaluation in Recreation, Parks and Tourism | Spring 2004 |
| HTM 426 | Trends and Issues in Tourism and Commercial Recreation | Spring 2004 |
| RPM 626 | Tourism Management | Spring 2004 |
| RPM 417 | Internship in Recreation and Parks | Summer 2004 |

**Teaching at North Carolina State University**

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| **2002-03 AY** | | **Semester Taught** | |
| PRT 220 | Commercial Recreation and Tourism Management | | Spring 2003 |

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| **2001-02 AY** | | **Semester Taught** |
| PRT 407 | Service, Facility and Event Marketing (Undergraduate) | Spring 2002 |
| PRT 507 | Service, Facility and Event Marketing (Graduate) | Spring 2002 |

**Advisement**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **2003-2004** | **2004-2005** | **2005-2006** | **2006-2007** | **2007-2008** | **2008-2009** | **2009-2010** | **2010-2011** | **2012-2013** |
| Undergraduate Advisees | 15 | 23 | 28 | 33 | 54 | 51 | 40 | 30 | 50 |
| Graduate Advisees | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 5 | 0 |
| Member of Dissertation Committee | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 2 |
| Chair of Master’s Thesis | 2 | 3 | 3 | 0 | 0 | 0 | 0 | 0 | 0 |
| Member of Master’s Thesis Committee | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 1 | 0 |
| Chair of Master’s Project | 2 | 2 | 2 | 4 | 0 | 0 | 2 | 2 | 0 |
| Member of Master’s Project Committee | 0 | 0 | 3 | 2 | 1 | 0 | 0 | 2 | 0 |

**Teaching Conferences Attended**

2023 Bryan School ChatGPT, UNCG (Summer 2023)

2023 Bryan School Online Course Development Workshop, UNCG (Summer 2023)

2022 Adapt 2022 Conference, UNCG (Summer 2022)

2021 Adapt 2021 Conference, UNCG (Summer 2021)

2020 The Hybrid Experience, UNCG, (Summer 2020)

2020 All Faculty Panopto Training, UNCG (Summer 2020)

2020 Adapt 2020 Conference, UNCG (Summer 2020)

2020 ARC/STUDIO Part 2: Interactive Video and Embedded Quizzes (Spring, 2020)

2020 Transitioning to Online Instruction, UNCG (2020)

2020 Master Teacher Workshop, UNCG (Spring 2020)

2007 International Society of Travel and Tourism Educators. Charleston, SC.

2007 Lilly South, Greensboro, NC

2007 SPRE Teaching Institute, Clemson, S.C.

2006 2nd Annual Scholarship of Teaching and Learning Showcase Conference, Raleigh, NC

2006 Lilly South Conference, Greensboro NC

**Workshops Attended**

Online Forum: COVID-19 How to Prepare for the Post-COVID-19 Future (Summer 2020)

COVID-19 Impacts on the Tourism Economies Around the World (Summer 2020)

COVID-19 Impacts on the Tourism Economies Around the World (Summer 2020)

Taking the Pulse on America’s Drive Markets Using Daily Travel Index (Summer 2020)

CIM End User Training Workshop (2019)

ACE Leadership Academy for Department Chairs, American Council on Education (Summer 16)

Bryan School Online Workshop, UNCG (Summer 16)

Canvas Workshop, UNCG (Fall 14)

Faculty Workshop on Sustainability in the Curriculum, UNCG (Fall 14)

Faculty Workshop on Sustainability in the Curriculum, UNCG (Spring 14)

Incorporating Sustainability into the Curriculum, UNCG (Summer 13)

Incorporating Revision into the Writing-Intensive Course, UNCG (Summer 09)

Introduction to the Writing-Intensive Course, UNCG (Summer 09)

Curriculum Enhancement with Research and Writing Skills, UNCG (Summer 09)

Group Think: Conversations About Effective Group Strategies, UNCG HHP (Spring 06)

Speaking to Learn: Learn to Speak, UNCG University Speaking Center (Summer 05)

Teaching the Writing-Intensive Course, UNCG University Speaking Center (Summer 05)

**Other**

2014 - Faculty Mentor for student in the UNCG Research Development Program

**Professional Service**

## Organizational Memberships

North Carolina Winegrowers Association 2013-present

Travel and Tourism Research Association (TTRA) 2003 – present

Branch Affiliation

Southeastern TTRA (SETTRA) 2003 – present

National Recreation and Park Association (NRPA) 2002 – 2004, 2007-2009

Branch Affiliation

Society of Park and Recreation Educators (SPRE) 2002 – 2004, 2007-2009

**Coordinator**

Reopening NC’s Wineries (2020)

What Works for NC’s Wineries: Health & Safety of Guests and Employees (2020)

Southeastern Travel and Tourism Research Association Research Symposium, Coordinator for Research Presentations (2006 – 2024)

**Moderator**

Southeastern Travel and Tourism Research Association Research Roundtable, Moderator (2016)

Southeastern Travel and Tourism Research Association Research Symposium, Moderator for Research Presentations (2005 – 2006, 2008 – 2011, 2013-2022)

**Professional Board Membership**

Southeastern Travel and Tourism Research (2020)

Southeastern Travel and Tourism Research (2016-2020)

Greensboro Convention and Visitors Bureau SETRAC Committee Member (2016-2020)

**Reviewer: Journal**

British Food Journal (2016)

Current Issues in Tourism (2019)

Event Management (2014)

International Journal of Tourism Policy (2009, 2009, 2010)

International Journal of Wine Business Research (2015, 2017, 2020)

Journal of Business Research (2013)

Journal of Destination Marketing & Management (2016)

Journal of Sustainable Tourism (2009, 2010, 2011, 2013)

Journal of Wine Research (2019, 2020)

Tourism Management (2003, 2006, 2009-2016)

Tourism Review International (2020)

Tourism Planning & Development (2022)

Leisure Sciences (2023)

**Reviewer: Conference Paper**

Travel and Tourism Research Association Annual Conference, Reviewer for Research Presentations (2013, 2015, 2017)

Southeastern Travel and Tourism Research Association Research Symposium, Reviewer for Research Presentations (2006 – 2008)

Southeaster Recreation Research Association Annual Conference, Reviewer for Research Presentations (2006 – 2009)

Travel and Tourism Research Association, 2005 J Desmond Slattery Undergraduate Award, Reviewer (2005)

**Reviewer: Book**

Craft Beverages and Tourism, Volume 1 - The Rise of Breweries and Distilleries in the United States (2016)

# Institution Service

**University**

Member Undergraduate Research, Scholarship and Creativity Office 2021-present

Member Undergraduate Studies Council 2021- present

Member UNCG Esports Events Working Group 2022-present

Member UNCG Esports Working Group 2023-present

Member UNCG MS Teams Teaching Pilot Workgroup 2023

Member Esports Summer Camp Planning Team 2022

Member Intercollegiate Athletics Committee (FCIA) (UNCG) 2019- 2022

Member P2 Grant review committee 2019-2021

Member Environmental Studies Committee (UNCG) 2005- present

Member Strategic Plan Implementation Team – Sustainability (UNCG) 2010-2011

Member Campus Recreation Advisory Committee (UNCG) 2005- 2011

Member UNCG Counter Terrorism Workgroup (UNCG) 2004

Member UNCG Social Area Feasibility Committee (UNCG) 2004

**School**

Director Bryan School Undergraduate Program 2021-present

Director Center for Industry Research & Engagement 2017-present

Chair Bryan School Undergraduate Program Committee (UNCG) 2021 - present

Chair UPC Task Force – Addressing the Needs of Bryan Undergraduate 2018

Majors Success Skills

Member Hassell Teaching Award Committee 2022

Member Bryan School Committee for Teaching and Learning 2021-present

Member Golden Leaf Project Proposal Team 2022

Member Bryan School ITC Search Committee 2022

Member VF Virtual Collaboratory (VC) on Sustainability Task Force 2019-2020

Member Bryan 50th Celebration Committee Member 2018-2020

Member Associate Dean of Research Search Committee 2018-2020

Member Bryan School Faculty Executive Committee 2014 - 2016

Member Bryan School Undergraduate Program Committee (UNCG) 2011 - present

Member Bryan School Feasibility Task Force on Internships 2015 - 2016

Member Bryan School Promotion and Tenure Committee (UNCG) 2012-2014

Member Teaching and Learning Committee: Teaching Excellence Award 2014

Member Bryan School Undergraduate Program Committee Summer Work 2012

Group

Member Research Certificate Development Committee (NCSU) 2002

**Departmental**

Chair Search Committee for Lecturer in Esports 2023-2024

Chair MEHT Undergraduate Curriculum Committee 2012-2021

Chair Search Committee for Assistant Professor in STH 2016

Chair Search Committee for Lecturer in STH 2015; 2020

Member MEHT Undergraduate Curriculum Committee 2021-present

Member Search Committee for Assistant Professor in CARS 2015

Co-Chair Search Committee for MEHT Department Head 2013

Chair Search Committee for Assistant Professor in HTM 2012-2013

Member Search Committee for Assistant Professor in DOM 2012-2013

Member Search Committee for RTH Department Head 2008

Member Graduate Application Review Committee 2008 to 2009;

2010 - 2011

Coordinator Departmental Special Events Coordinator 2006

Member RTH Marketing Committee 2006 - 2010

Member Graduate Student Recruitment Committee 2003 to 2006

Departmental Representative Spartan Orientation, Advising and Registration 2005 to 2011

Faculty Advisor RTH Club, Student Majors Club 2004-2006; 2009- 2011

Member NRPA/AALR Re-accreditation Self-Study Team 2005

Member Curriculum Revision Subcommittee 2005

Member Faculty Advisor Evaluation Subcommittee 2005

Member Search Committee for Assistant Professor in HTM 2003 to 2004

Member Search Committee for Assistant Professor in HTM 2003 to 2004

**Community Service**

HTM 491 (previously STH 491 and HTM 456) Capstone Community Partnership Project with hospitality and tourism related organizations

* 2023 – Visit High Point
  + Student teams developed projects for **2** businesses.
* 2020 - Rockingham County Center for Economic Development, Small Business and Tourism
  + Student teams developed projects for **8** businesses/ organizations
* 2012-2021 – Partnership with Surry County Economic Development Partnership Inc. Surry County Surry County, N.C.
  + Student teams developed projects for **80** businesses/ orginizations

HTM 473/ HTM 433: (2023) Partnership with NC Fine Wines. Students assisted in backroom logistics at NC Fine Wines judging event.

HTM 433 (previously STH 433) (2021) Partnership with NC Commerce – Community Event Portfolios

* Students developed Event Portfolios with Strategic Recommendations for **12** NC communities

STH 232 NC Zoo Earth Day Event, (2016), developed and ran the Earth Day Event for the NC Zoo.

NC Zoo Wolf Awareness Event (2007-2015, 2017-2018), STH 200, STH 232, RPM/HTM 423 Event Management Class developed and ran the Wolf Awareness Day Event for the NC Zoo.

STH 332 (previously HTM 352) 2006-2020:  North Carolina Counties Tourism Development Strategic Plans, Group Projects

* Development of a Comprehensive Tourism Development Strategic Plan for 40 NC counties.

STH 200: Student Community Engaged Project

* 2019 Greensboro Jaycees
* 2019 Spartan Open Pantry (SOP)

STH 401: Student Event and Marketing Project

* 2015 Martinsville Speedway

Marked Tree Vineyards: Consultant (2024)

NC Cider Association. Consultant (2021 - Present).

NC Department of Public Instruction (2022-present) - Hospitality and Tourism Education Advisory Team Member

Trinity High School Academy of Hospitality and Tourism Advisory Board Member (2014-2018)

Piedmont Triad Host Group (2014-2024)– nonvoting member

Dixie Classic Fair (2010-2011) - 2010 Guest Study

Member of Central Park NC Small Town Area Revitalization Resource Team - Denton, NC. (2008)

Greensboro Convention & Visitors Bureau SETRAC Grant Program – Advisory member

Hosting the NC Wine Advantage Forum (2022-2023)