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Short Bio

Richard R. Perdue is Professor and Head of the Department of Hospitality and Tourism Management. He is an elected fellow, former president, and, currently, board chair of the International Academy for the Study of Tourism. He also serves on the Board of Directors of the Travel and Tourism Research Association. He formerly served on the Research Committee for the Colorado Tourism Board, two terms on the Board of Directors of the Colorado Travel and Tourism Authority, on the Tourism Advisory Board of the National Coastal Resources Research and Development Institute, and was a founding board member for the North Carolina Tourism Education and Research Foundation. He currently serves as Editor of the Journal of Travel Research and on the editorial boards of Tourism Analysis, Tourism Economics, and China Tourism Research. Prior to joining the Virginia Tech faculty he served as a Professor of Tourism Management and an Affiliate Professor of Environmental Studies in the Leeds School of Business at the University of Colorado – Boulder. A recent analysis rated him among the most prolific tourism scholars. His research focuses on sustainable tourism development and marketing in resort environments. Much of this research has focused on the impacts of tourism on the quality of life for local residents in resort communities. Between 1990 and 2005, his research was conducted primarily in Colorado mountain environments, with specific emphasis on the ski and recreational real estate industries.