

Curriculum Vitae  
May 2008

**RICHARD R. PERDUE, Ph.D.**

Professor and Department Head  
Department of Hospitality and Tourism Management  
Pamplin School of Business  
Virginia Polytechnic Institute and State University  
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**Special Appointments:**

Editor: Journal of Travel Research  
Board Chair: International Academy for the Study of Tourism

**Education:**     Doctor of Philosophy, 1981. Texas A&M University  
                          Master of Science, 1977. University of Wyoming  
                          Bachelor of Science, 1975. University of Wyoming

**Academic Experience**

Present            Professor and Department Head, Department of Hospitality and Tourism Management, Pamplin School of Business, Virginia Polytechnic Institute and State University

1990 – 2005     Professor, Tourism Management Program, Leeds School of Business and  
                          Affiliate Professor, Environmental Studies Program, College of Arts and Sciences, University of Colorado, Boulder, CO

                  1990 - 1998     Associate Professor of Marketing / Tourism Management

                  1990 - 2000     Tourism Management Program Director

1988-1990       Associate Professor and Director. Office of Park and Tourism Research, Department of Recreation Resources Administration, College of Forest Resources, North Carolina State University, Raleigh, NC. Associate Faculty Member in Department of Forestry.

                  1987-1988       Associate Professor and Graduate Program Administrator.

                  1984-1987       Assistant Professor.

1981-1984       Assistant Professor and Recreation Curriculum Coordinator. School of Health, Physical Education and Recreation, University of Nebraska, Teachers College, Lincoln, NE.

**Teaching Experience:**

2005 – 2008     Virginia Tech  
                          HTM 1414 Introduction to Hospitality Management  
                          HTM 5454: Hospitality and Tourism Marketing\*  
                          HTM 5544: Research Methods for Hospitality Applications\*  
                          HTM 5614: Concepts in Travel and Tourism\*

1990 - 2005     University of Colorado  
                          BCOR 2010: Business Statistics  
                          TOMG 3060: Resort Tourism  
                          MKTG 4350: Services Marketing  
                          MKTG 4100 / 5100: International Marketing\*

- 1984 - 1990    North Carolina State University  
 Tourism and Commercial Recreation  
 Concepts of Travel and Tourism\*  
 Research Methods in Recreation\*
- 1981 - 1984    University of Nebraska  
 Foundations of Research in Education\*  
 Survey Research Methods\*  
 Statistics in Education Research\*
- \*graduate level course

### **Refereed Journal Articles**

- McGehee, N.G., Wattanakamolchai, S., Perdue, R.R., and Onat, E. (in press). Corporate Social Responsibility within the U.S. Lodging Industry. Journal of Hospitality and Tourism Research.
- Perdue, R.R. and Meng, F. (2006). Understanding Choice and Rejection in Destination Consideration Sets. Tourism Analysis, 11(6): 337-348.
- Perdue, R.R. (2003). Stakeholder Analysis in Colorado Ski Resort Communities. Tourism Analysis, 8(2/4): 233 - 236
- Perdue, R.R. (2002). Perishability, Yield Management, and Cross Product Elasticity: A Case Study of Deep Discount Season Passes in the Colorado Ski Industry. Journal of Travel Research, 41(1): 15-23.
- Perdue, R.R. (2001). Internet Site Evaluations: The Influence of Behavioral Experience, Existing Images, and Selected Site Characteristics. Journal of Travel and Tourism Marketing, 11(2/3): 21-38.
- Perdue, R.R. (2000). Destination Images and Consumer Confidence in Destination Attribute Ratings. Tourism Analysis, 5(2-4): 77-81
- Perdue, R.R., Long, P.T., and Kang, Y.S. (1999) Boomtown Tourism and Resident Quality of Life: The Marketing of Gaming to Host Community Residents. Journal of Business Research, 44(3): 165-178
- Perdue, R.R. (1996). Target Market Selection and Marketing Strategy: The Colorado Downhill Skiing Industry. Journal of Travel Research, 34(4): 39-46.
- Kang, Y.S., Long, P.T., & Perdue, R.R.. (1996). Resident Attitudes Toward Legal Gambling. Annals of Tourism Research, 23(1): 71-85.
- Perdue, R.R., Long, P.T. & Kang, Y.S.. (1995). Resident Support for Gambling as a Tourism Development Strategy. Journal of Travel Research, 34(2): 3 - 11.
- \*\*This article was selected as the Best Article in the Journal of Travel Research during 1995 by the Travel and Tourism Research Association.
- Perdue, R.R. (1995). Traveler Preferences for Information Center Attributes and Services. Journal of Travel Research, 33(4):2-7.
- Kang, Y.S. & Perdue, R.R.. (1994) Long Term Impact of a Mega-Event on International Tourism to the Host Country: A Conceptual Model and the Case of the 1988 Seoul Olympics. Journal of International Consumer Marketing, 6(4):205-226  
 reprinted in Uysal, M. (ed) (1994). Global Tourist Behavior. Binghamton, NY: Haworth Press.

pg 205-226.

- Betz, C.J. & Perdue, R.R. (1994). The Role of Amenity Resources in Rural Recreation and Tourism Development. Journal of Park and Recreation Administration, 11(4):15-29.
- Allen, L.R., Hafer, H.R. Long, P.T. Perdue, R.R.. (1993). Rural Resident's Attitudes Toward Recreation and Tourism Development. Journal of Travel Research, 31(4):27-33
- Roehl, W.S., Ditton, R.B., Holland, S.M., & Perdue, R.R.. (1993). Developing New Tourism Products: Sport Fishing in the Southeast United States. Tourism Management, 14(4):279-288.
- Perdue, R.R. (1993). External Information Search in Marine Recreational Fishing. Leisure Sciences, 15:169-187.
- Perdue, R.R. & Gustke, L.D.. (1992). The Influence of Multiple Trips on Inquiry Conversion Research Results. Journal of Travel Research, 30(4):27-31.
- Allen, L.R., Long, P.T., & Perdue, R.R.. (1991) Relational Patterns Between Community Dimensions and Global Measures of Community Satisfaction. Journal of Rural Studies, 7(3): 331-338.
- Loker, L.E. & Perdue, R.R.. (1992). A Benefit Based Segmentation of a Nonresident Summer Travel Market. Journal of Travel Research, 30(1):30-36.
- Perdue, R.R., Long, P.T., & Allen, L.R. (1990). Resident Support for Tourism Development. Annals of Tourism Research, 17(4):586-599.
- Perdue, R.R. & Pitegoff, B.E.. (1990). Methods of Accountability Research for Destination Marketing. Journal of Travel Research, 28(4):10-14.  
reprinted in:  
Toepper, L.K. & Burke, J.F. (1992). Accountability Research. Washington, D.C.: U.S. Travel and Tourism Administration, Dept. of Commerce. pp. 35-42.
- Ritchie, J.R.B. & Goeldner, C.R.. (1994) Travel, Tourism, and Hospitality Research: A Handbook for Managers and Researchers. New York: John Wiley and Sons. pp: 565-572.
- Long, P.T. & Perdue, R.R. (1990). The Economic Impact of Rural Festivals and Special Events: Assessing the Spatial Distribution of Expenditures. Journal of Travel Research, 28(4):45-49.
- Long, P.T., Perdue, R.R. & Allen, L.R. (1990) Rural Resident Tourism Perceptions and Attitudes by Community Level of Tourism. Journal of Travel Research, 28(3):3-9.
- Laarman, J.G. & Perdue, R.R. (1989). Tropical Science and Tourism: The Case of OTS in Costa Rica. Tourism Management. 10(1):29-38
- Laarman, J.G. & Perdue, R.R. (1989). Science Tourism in Costa Rica. Annals of Tourism Research, 16:205-215
- Perdue, R.R. & Crose, S.L. (1989). A Different Perspective on Commercial Recreation and Tourism Curriculum Reform: Comments and Counterpoints. Scholar: A Journal of Leisure Studies and Recreation Education 4(August):129-136.
- Richardson, S.L., Long, P.T. & Perdue, R.R. (1988). The Importance of Economic Impact to Municipal Recreation Programming. Journal of Park and Recreation Management. 6(4):65-78.
- Long, P.T., Allen, L.R., Perdue, R.R. & Kieselbach, S. (1988). Recreation Systems Development in Rural Communities: A Planning Process. Journal of the American Planning Association, 54(3):373-376.

- Allen, L.R., Long, P.T. & Perdue, R.R. (1988). The Impact of Tourism Development on Residents' Perceptions of Community Life. Journal of Travel Research, 27(1):16-21.
- Perdue, R.R. & Botkin, M.R. (1988). Visitor Survey Versus Conversion Study. Annals of Tourism Research, 15(1):76-87.
- Perdue, R.R., Long, P.T., & Allen, L.R. (1987). Rural Resident Tourism Perceptions and Attitudes. Annals of Tourism Research, 14(3):230-243.
- Gitelson, R.J. & Perdue, R.R. (1987). Evaluating the Role of State Welcome Centers in Disseminating Travel Related Information in North Carolina. Journal of Travel Research, 25(4):15-20.
- Perdue, R.R. (1987). The Influence of Awareness on Spatial Behavior in Recreational Boating. Leisure Sciences, 9(1):15-25.
- Perdue, R.R. (1986). The Influence of Unplanned Attraction Visits on Expenditures by Travel-Through Visitors. Journal of Travel Research, 25(1):14-19.
- Perdue, R.R. (1986). Traders Vs Nontraders in Recreational Destination Choice. Journal of Leisure Research, 18(1):12-25.
- Perdue, R.R. (1986). Duplicate Listing Sampling Bias in Visitor Surveys. Annals of Tourism Research, 13(2):261-278.
- Perdue, R.R. (1985). The 1983 Nebraska Visitor Survey: Achieving a High Response Rate with a Diary Questionnaire. Journal of Travel Research, 24(2):23-27.
- Perdue, R.R. & Gustke, L.D. (1985). Spatial Patterns of Leisure Travel by Trip Purpose. Annals of Tourism Research, 12(2):167-180.
- Perdue, R.R. (1985). Segmenting State Travel Information Inquirers by Timing of the Destination Choice and Previous Experience. Journal of Travel Research, 23(3):6-11.
- Perdue, R.R. & Rainwater, A. (1984). Adolescent Recreation and Alcohol Consumption. Therapeutic Recreation Journal, 28(2):41-51.
- Perdue, R.R. & Ditton, R.B. (1983). Sampling From Registration Files: The Problem of Duplicate Listings. Journal of Leisure Research, 15(2):95-99.
- Perdue, R.R. & Warder, D.S. (1981). Environmental Education and Attitude Change. Journal of Environmental Education, 12(3):25-29.

### **Refereed Research Monographs:**

- Perdue, R.R. (2003). Price Policy Issues in the Colorado Ski Industry: Lessons to be Learned. OGAF – Osterreichische Gesellschaft fur Angewandte Forschung in der Tourismus und Freizeitwirtschaft. Vienna University of Economics and Business Administration, Vienna Austria (german)
- Perdue, R.R. & Betz, C.J.. (1991). Communication Networks in Marine Recreational Fishing: Information Seeking Behaviors, Fishing Knowledge, and Diffusion of Fishing Innovations Among Marine Recreational Fishermen in North Carolina. Raleigh, NC: UNC Sea Grant Publication # 92-05. 94pp.

- Fisher, J.S., Perdue, R.R., Overton, M.F., Sobsey, M.D. & Sill, B.L. (1987). A Comparison of Water Quality at Two Recreational Marinas During Peak User Periods. University of North Carolina Sea Grant College Program, Raleigh, NC. 105 p.
- Johnson, J. & Perdue, R.R. (1986). Marine Recreational Fishing, Marine Manufacturers, and Marinas in North Carolina: An Economic Characterization of Marine Recreational Boating in North Carolina. University of North Carolina Sea Grant College Program WP-86-3., Raleigh, NC. 58 p.

### **Books and Book Chapters**

(not noted earlier as reprints)

- Crouch, G.I., Perdue, R.R., Uysal, M., Timmermans, H.(eds) (2004) Consumer Psychology of Tourism, Hospitality, and Leisure vol 2. Oxon, U.K: CABI Publishing.
- Crouch, G.I., Perdue, R.R., Timmermans, H., Uysal, M.(2004). Building Foundations for Understanding the Consumer Psychology of Tourism, Hospitality, and Leisure. Pp 1-10 IN . (ed) Crouch, G.I., Perdue, R.R., Uysal, M., Timmermans, H.. Consumer Psychology of Tourism, Hospitality, and Leisure vol 2. Oxon, U.K: CABI Publishing.
- Perdue, R.R. 2004. Sustainable Tourism and Stakeholder Groups: A Case Study of Colorado Ski Resort Communities. Pp. 253 – 264. IN . (ed) Crouch, G.I., Perdue, R.R., Uysal, M., Timmermans, H.. Consumer Psychology of Tourism, Hospitality, and Leisure vol 2. Oxon, U.K: CABI Publishing.
- Perdue, R.R. (2003). Skiers, Ski Bums, Trust Fund Babies, Migrants, Techies, and Entrepreneurs: The Changing Face of the Colorado Ski Industry. Pp 209 - 226 IN Weiermair, K. and Mathies, C. (eds) . The Tourism and Leisure Industry: Shaping the Future. Binghamton, NY: The Haworth Press. Inc.
- Perdue, R.R. (2001). Destination Images and Consumer Confidence in Destination Attribute Ratings. Pp. 19-32. (ed) Mazanec, J.A., Crouch, G.I., Ritchie, J.R.B., and Woodside, A.G.. Consumer Psychology of Tourism, Hospitality, and Leisure vol 2. Oxon, U.K: CABI Publishing.
- Perdue, R.R. (2000). Service Quality in Resort Settings: Trends in the Application of Information Technology. pp 357-364. (ed) W.A. Gartner & D.W. Lime. Trends in Outdoor Recreation, Leisure, and Tourism. New York, NY: CABI Publishing. .
- Trammell, R.D. & Perdue, R.R.. (1990) . Marketing North Carolina as a Travel Destination: A Marketing Plan for Cooperative Travel Industry Development 1990 to 1993. Raleigh, NC: Division of Travel and Tourism, North Carolina Department of Economic and Community Development. 47pp
- Perdue, R.R., Coughlin, A.S. & Valerius, L. (1988). Tourism and Commercial Recreation: Past, Present, and Future Research. (IN) Research About Leisure: Past, Present, and Future Directions. pp 161-174. (ed) L.A. Barnett-Morris. Champaign, IL: Sagamore Publishing.
- revised and reprinted: L.A. Barnett (ed). (1995) Research About Leisure: Past, Present and Future Directions, 2ed. Champaign, IL: Sagamore Publishing. pp 177-192.
- Perdue, R.R. & Thomason, P.S. (1987). Commercial Recreation (IN) Recreation and Leisure: An Introductory Handbook. pp 117-124. (ed) Parker, S. & Graefe, A.. State College, PA: Venture Publishing.
- Reed, D.J. & Perdue, R.R. (1980). Park Planning and Design: An Evaluation Approach. Arlington, VA: National Recreation and Park Association.

**Technical and Contract Reports**

- McGehee, N.G., O'Bannon, T.L., Wattanakamolchai, S. and Perdue, R.R. (2008). Tourism Marketing in the New River Valley: A Regional Destination Marketing Organization Feasibility Analysis. Contract report prepared for the Virginia Tourism Corporation, Richmond, VA.
- Perdue, R.R. and Hyun, S. (2008). Understanding Price Sensitivity at Vail Resorts. Technical report prepared for Vail Resorts, Inc. Broomfield, CO.
- Perdue, R.R., Poimiroo, A. and Lundby, L. (2003). Breckenridge Tourism: A Strategic Marketing Plan. Technical report to the City of Breckenridge,
- Perdue, R.R. (1992 - 2002) Series of Technical Reports for Vail Resorts, Inc.  
I have conducted an average of 3 to 5 research projects per year for Ralston / Vail Resorts, focusing on internal and external marketing, service quality, performance measurement, and information technology.
- Perdue, R.R. (1998). 1997 Colorado Dude and Guest Ranch Association Study: A Survey of 1997 Inquirer Behavior.  
Contract report prepared for the Colorado Dude and Guest Ranch Association, Tabernash, CO 26 pp.
- Perdue, R.R. (1993). 1992 Colorado Dude and Guest Ranch Association Study: A Survey of 1992 Inquirer Behavior. Contract report prepared for the Colorado Dude and Guest Ranch Association, Tabernash, CO 25pp.
- Perdue, R.R. (1992). An Examination of the Alternative Sites for the Proposed I-25 South Visitor Information and Welcome Center. Contract report prepared for the Colorado Tourism Board, Denver, CO. 33pp.
- Perdue, R.R. (1992). 1991 Tennessee Inquiry Conversion Study: An Evaluation of the 1990/1991 Media Advertising Campaign. Contract report prepared for the Tennessee Department of Tourist Development, Nashville, TN 31pp.
- Perdue, R.R. (1992). Procedures for Determining the Growth Potential of Alternative Markets for Downhill Skiing Tourism to Colorado. Contract report prepared for the Colorado Tourism Board, Denver, CO 16pp.
- Perdue, R.R. (1992). Statistical Estimates of Growth Potential and Maintenance Importance of Alternative Markets for Downhill Skiing Tourism to Colorado. Contract report prepared for Colorado Ski Country USA, Denver CO 28pp
- Perdue, R.R. (1991). 1990 Colorado In-State Inquiry Conversion Study. Contract report prepared for the Colorado Tourism Board, Denver, CO. 80202. 63pp.
- Perdue, R.R., C.J. Betz, L.E. Loker, J.K. Krantz, S.L. Crose, & E.T. Luman. 1990. 1989 North Carolina Visitor Survey: Nonresident Travel to North Carolina April 1, 1989 to December 31, 1989. Raleigh, NC: Division of Travel and Tourism, North Carolina Department of Economic and Community Development. 31 pp.
- coauthor of 23 secondary reports to the Division of Travel and Tourism presenting the results of the North Carolina Visitor Survey segmented by various markets, destinations, and visitor characteristics. 713 pp.
- Perdue, R.R., C.J. Betz, S.L. Crose, E.T. Luman, J.K. Krantz, S.L. & L.E. Loker. 1990. 1989 North Carolina Resident Travel Survey: Travel Patterns of North Carolina Residents. Raleigh, NC: Division of Travel and Tourism, North Carolina Department of Economic and Community Development. 38 pp.

- coauthor of 8 secondary reports to the Division of Travel and Tourism presenting the results of the North Carolina Resident Travel Survey segmented by various markets, destinations, and visitor characteristics. 304 pp.
- Perdue, R.R. (1990). 1988 Tennessee Inquiry Conversion Study: An Evaluation of the 1987/1988 Media Advertising Campaign. Contract report to the Tennessee Department of Tourist Development, Nashville, TN. 45 pp
- Nuckolls, J.S., R.R. Perdue, C.J. Betz. 1989. A Market Analysis of the Users/Potential Users of the City of Raleigh Parks and Recreation Services. Contract report to the Raleigh Parks and Recreation Department. Raleigh, NC. 185 pp.
- Perdue, R.R., Lewis, B. & Luman, E. (1989). 1988 Outer Banks Chamber of Commerce and Dare County Tourist Bureau Travel Information Survey: An Inquiry Conversion Assessment of the Fall, 1988 Advertising Campaign. Contract report to the Outer Banks Chamber of Commerce, Kill Devil Hills, NC. 13 p.
- Perdue, R.R., Loker, L., Luman, E. & Lewis, B. (1988). 1987 North Carolina Inquiry Conversion Study: An Evaluation of the 1986/1987 Advertising Campaign. Contract report to the Division of Travel and Tourism, North Carolina Department of Commerce, Raleigh, NC. 46 p.
- Perdue, R.R. (1988). Tennessee Travel Information Study: Evaluation of the 1987 Advertising Campaign. Consulting Report prepared for the Tennessee Department of Tourist Development. Nashville, TN. 55 p.
- Perdue, R.R. (1988). Tennessee Senior Travel Information Study: Evaluation of the 1986 Senior Class Advertising Campaign. Consulting report prepared for the Tennessee Department of Tourist Development. 32 p.
- Perdue, R.R., Valerius, L. & Redman, S.L. (1988). Charter and Head Boat Fishing as a Sector of the Tourism Industry in North Carolina, South Carolina, and Georgia: Guidelines for Greater Integration and Improved Economic Vitality. Project report to the Southeast Regional Office of the National Marine Fisheries Service, St. Petersburg, FL. 259 p.
- Perdue, R.R. & Coughlin, A.S. (1987). 1987 Outer Banks Chamber of Commerce Visitor Survey: An Assessment of Selected Trip and Individual Characteristics of Summer, 1987 Visitors. Project report prepared for the Outer Banks Chamber of Commerce, Kill Devil Hills, NC. 33 p.
- Perdue, R.R. (1987). Motor Racing in North Carolina: An Assessment of the Industry's 1987 Economic Contribution to the State. Project report to the North Carolina Division of Travel and Tourism, Raleigh, NC. 5 p.
- Laarman, J.G. & Perdue, R.R. (1987). A Survey of Return Visits to Costa Rica by OTS Participants and Associates. Project report for the Forestry Private Enterprise Initiative, U.S.D.A. Forest Service, Southeastern Center for Forest Economics Research, Research Triangle Park, NC. and the Organization for Tropical Studies, Duke University, Durham, NC. 32 p.
- Perdue, R.R. (1987). Tennessee Travel Information Study: Evaluation of the 1986 Advertising Campaign. Consulting report prepared for the Tennessee Department of Tourist Development. Nashville, TN. 57 p.
- Perdue, R.R. & Coughlin, A.S. (1987). 1987 Outer Banks Chamber of Commerce Travel Information Survey: An Assessment of Selected Trip and Individual Characteristics of 1986 Information Inquirers. Project report prepared for the Outer Banks Chamber of Commerce, Kill Devil Hills, NC. 29 p.
- Long, P.T., Perdue, R.R. & Altland, K. (1987). The Grand Junction Friendly Native Tourism Promotion Campaign: An Assessment of Effectiveness with Overnight Visitors. Project report prepared for the Grand Junction Visitors and Convention Bureau, Grand Junction, CO. 10 p.

- Long, P.T., Perdue, R.R. & Behm, J. (1987). 1986 Carbondale Mountain Fair Survey: An Evaluation of Nonresident Expenditures. Technical report prepared for the Carbondale Council on Arts and Humanities, Carbondale, CO. 14 p.
- Perdue, R.R. & Valerius, L. (1987). North Carolina State Park Staffing: Results of a Statistical Analysis of Permanent and Seasonal Staffing Levels. Technical report prepared for the Recreation Resources Service, North Carolina State University, Raleigh, NC. 5 p.
- Perdue, R.R. (1986). Tennessee Travel Information Study: Evaluation of Selected Components of the 1985 Advertising Campaign. Consulting report prepared for the Tennessee Department of Tourist Development, Nashville, TN. 34 p.
- Perdue, R.R. & Gitelson, R.J. (1985). North Carolina Welcome Center Survey, Fall 1984. Technical report prepared for the Division of Travel and Tourism, North Carolina Department of Commerce, Raleigh, NC.
- Perdue, R.R. (1984). 1983 Nebraska Visitor Survey: Nonresident Automobile Travel During the Summer of 1983. Technical report prepared for the Division of Research, Nebraska Department of Economic Development, Lincoln, NE.
- Perdue, R.R. & Brunke, M.D. (1984). Resident Recreation Behaviors in Lincoln Nebraska. Technical report to the Department of Parks and Recreation, Lincoln, NE.
- Perdue, R.R. & Colton, C.W. (1982). Continuing Education Interests of Nebraska Recreation and Park Professionals. Technical report to the Nebraska Recreation and Park Association, Lincoln, NE.
- Perdue, R.R., Gitelson, R.J. & Haywood, R.C. (1979). A Content Analysis of Public Input to the Proposed Revisions in the National Park Service Snowmobile Policy. Technical report to the Office of Management and Policy, National Park Service, Washington, DC.
- Presentations at National and International Professional Meetings:**(\* refereed),  
(not including those listed earlier in proceedings publications)
- Perdue, R.R. (2006) Publishing in the Tourism Literature: Lessons from Publishign in the Journal of Travel Research. Annual conference of the Travel and Tourism Research Association.
- Perdue, R.R. and Sheetz, S.D. (2006). Quality Systems Management and Education in Service Environments. Services Sciences, Management and Engineering Conference, Palisades, NY.
- Long, P.T., Perdue, R.R., and Venturoni, L. (2005). Home Away From Home: A Research Agenda for Examining the Resort Community Second Home Industry in Colorado. Biennial Conference of the International Academy for the Study of Tourism, Beijing, China.
- Perdue, R.R. (2004) Understanding Rejection: A qualitative assessment of destination choice. Tourism: State of the Art.. Glasgow Scotland.
- Perdue, R.R. (2003) Sustainable Tourism and Stakeholder Groups: A Case Study of Colorado Ski Resort Communities. Third Symposium on Consumer Psychology in Tourism, Hospitality and Leisure, Melbourne Australia.

- Perdue, R.R. (2002). Skiers, Ski Bums, Trust Fund Babies, Migrants, Techies, and Entrepreneurs: The Changing Face of the Colorado Ski Industry. Invited Presentation at the International Conference on Leisure Futures and Technology. Innsbruck, Austria
- Perdue, R.R. (2000). Destination Images and Consumer Confidence in Destination Attribute Ratings. Invited presentation at Second Symposium on Consumer Psychology of Tourism, Hospitality, and Leisure. Vienna, Austria.
- Perdue, R.R. (1999). Capacity Management and the Regional Tourism Enterprise. Keynote Presentation to 1999 Congress on Recreation and Resource Capacity. Snowmass, CO
- Perdue, R.R. (1999). Intangibility and the Tourism Product: Advertising Strategies and the Internet. Invited presentation at National Workshop on Advertising Strategy and Information Technology in Tourism, University of Illinois, Champaign, IL.
- Perdue, R.R. (1998). Information Technology and Service Quality in Resort Settings. Workshop on Information Technology and Learning Environments in Tourism. University of Illinois, Champaign, IL.
- Perdue, R.R. (1995). Tourism in Developing Countries. Fourth Annual World Business Congress, International Management Development Association. Istanbul, Turkey
- Perdue, R.R. (1995). Communication Strategies for Identifying and Resolving Consumer Complaints in Tourist Service Settings. Annual Conference of the Travel and Tourism Research Association, Acapulco, Mexico.\*
- Perdue, R.R. (1995). Quality Service for Tourism: Measurement and Evaluation. Annual Conference of the Travel and Tourism Research Association, Acapulco, Mexico.
- Perdue, R.R. & Kang, Y.S. (1994). Service Quality, Value and Consumer Satisfaction in Tourism Settings. Recent Advances in Retailing and Services Science, Canadian/European Institutes of Retailing and Services Studies, Banff, Alberta. \*
- Perdue, R.R. & Kang, Y.S.. (1992). Word of Mouth Communication and Tourism Behavior: A Conceptual Framework and Propositions for Future Research. TIMS / ORSA Annual Meeting. Orlando, FL \*
- Perdue, R.R. (1992). Current Issues and Future Concerns of Tourism Research. Session Discussant. Symposium on Leisure Research, Annual Congress of the National Recreation and Park Association, Minneapolis, MN.
- Perdue, R.R. (1991). Conference Summary and Future Directions in Venezuela Tourism. Second International Conference on Tourism in the 1990's. Caracas, Venezuela.
- Betz, C.J., Perdue R.R. & Alcorn, B.C.. (1991). An Examination of Recreation and Tourist Behaviors for Rural Residents and Travelers: Implications for Rural Tourism Policy. Symposium on Leisure Research, Annual Congress of the National Recreation and Park Association, Baltimore, MD.\*
- Perdue, R.R., Long, P.T., & Allen, L. (1989). Rural Resident Tourism Attitudes and Perceptions. Symposium on Leisure Research, Annual Congress of the National Recreation and Park Association, San Antonio, TX.\*
- Richardson, S.L., Long, P.T. & Perdue, R.R. (1988). The Importance and Applications of Economic Impact Information to Management Decisions of Municipal Parks and Recreation Directors. Symposium on Leisure Research, Annual Congress of the National Recreation and Park Association, Indianapolis, IN.\*

- Perdue, R.R., Coughlin, A.S. & Valerius, L. (1987). Tourism and Commercial Recreation: Past, Present, and Future Research. Featured Presentation, Symposium on Leisure Research, Annual Congress of the National Recreation and Park Association, New Orleans, LA.
- Betz, C.J., Perdue, R.R., Long, P.T. & Allen, L.R. (1987). The Impact of Leisure Services on Community Quality of Life by Community Type in Rural Colorado. Symposium on Leisure Research, Annual Congress of the National Recreation and Park Association, New Orleans, LA.\*
- Valerius, L. & Perdue, R.R. (1987). An Examination of Citizens' Attitudes toward Leisure and Their Preferences for Funding Parks and Recreation Services. Symposium on Leisure Research, Annual Congress of the National Recreation and Park Association, New Orleans, LA.\*
- Perdue, R.R., Long, P.T. & Allen, L.R. (1987). A Comparison of Rural Resident Tourism Perceptions and Attitudes by Community Level of Tourism. Annual Conference of the Resort and Commercial Recreation Association, Lake Lanier, GA.\*
- Perdue, R.R. & Johnson, J. (1986). Assessing Recreation Expenditures through Industry Surveys: The Case of Marine Recreational Boating in North Carolina. Symposium on Leisure Research, Annual Congress of the National Recreation and Park Association. Anaheim, CA.\*
- Allen, L.R., Long, P.T. & Perdue, R.R. (1986). Impact of Recreational Services on Residents' Perceptions of Community Life. Symposium on Leisure Research, Annual Congress of the National Recreation and Park Association, Anaheim, CA.\*
- Perdue, R.R., Fisher, J.S., Overton, M.F., Sobsey, M.D. & Sill, B.L. (1986). Recreational Use and Water Quality at Coastal Marinas During a Peak Use Period. First National Symposium on Social Science in Resource Management, Corvallis, OR.\*
- Perdue, R.R. (1985). Sampling Bias in Visitor Surveys. Symposium on Leisure Research, Annual Congress of the National Recreation and Park Association, Dallas, TX.\*
- Perdue, R.R. (1985). Innovative Applications of Technology to Education at NCSU. Educational Sessions, Annual Congress of the National Recreation and Park Association, Dallas, TX. \*
- Perdue, R.R. (1984). Spatial Choice in Recreational Boating. Symposium on Leisure Research, Annual Congress of the National Recreation and Park Association, Orlando, FL.\*
- Perdue, R.R. (1984). Research Directions and Programs in Travel and Tourism. Annual Conference of the Resort and Commercial Recreation Association, Wintergreen, VA.
- Perdue, R.R. (1984). Trends in Travel and Tourism. Annual Conference of the Resort and Commercial Recreation Association, Wintergreen, VA. \*
- Perdue, R.R. & Perdue, J.L. (1983). Patterns of Change in State Travel Offices. Symposium on Leisure Research, Annual Congress of the National Recreation and Park Association, Kansas City, MO.\*
- Rainwater, A. & Perdue, R.R. (1983). Adolescent Recreation and Alcohol Consumption. Symposium on Leisure Research, Annual Congress of the National Recreation and Park Association, Kansas City, MO.\*
- Perdue, R.R. (1982). The Influence of Awareness on Spatial Behavior. Symposium on Leisure Research, Annual Congress of the National Recreation and Park Association, Louisville, KY. \*
- Perdue, R.R. (1982). Information Requests as a Component of the Tourism Decision Making Process. Symposium on Leisure Research, Annual Congress of the National Recreation and Park Association, Louisville, KY. \*

- Gustke, L.D., Perdue, R.R. & Van Doren, C.S. (1982). Spatial Patterns of Leisure Travel in the United States. Annual Symposium of the Travel and Tourism Research Association, Miami, FL.\*
- Perdue, R.R., Gustke, L.D. & Van Doren, C.S. (1981). Inter-regional Automobile Travel for Leisure. Symposium on Leisure Research, Annual Congress of the National Recreation and Park Association, Minneapolis, MN.\*
- Perdue, R.R. & Ditton, R.B. (1981). Sampling from Equipment Registration Files: The Multiple Ownership Problem. Symposium on Leisure Research, Annual Congress of the National Recreation and Park Association, Minneapolis, MN.\*
- Van Doren, C.S., Perdue, R.R. & Gustke, L.D. (1981). Regional Variations in United States Leisure Travel, 1972-1977. Annual Conference of the Association of American Geographers. Los Angeles, CA.\*
- Perdue, R.R. & Van Doren, C.S. (1979). Locational Characteristics of the Campground Industry. Symposium on Leisure Research, Annual Congress of the National Recreation and Park Association, New Orleans, LA.\*
- Perdue, R.R. & Reed, D.J. (1979). The Evaluation of Park Planning and Design. Ninth National Symposium on Park, Recreation, and Environmental Design, College Station, TX.\*

### **Research Projects:**

- 2008 Feasibility Study for a New River Valley Regional Tourism Organization. Virginia Tourism Corporation. With Nancy G. McGenee – (\$50,000).
- 2007 Understanding Market Sensitivity to Lift Ticket Prices at Vail Resorts, Inc. Vail Resorts, Inc. Broomfield, CO (\$26,576)
- 2003 Strategic Marketing Plan. Breckenridge Resort Chamber, Breckenridge, CO. (\$6000)
- 93/00 Marketing and Human Resource Management: Guidance in Research Design, Analysis and Interpretation. This is a continuing series of projects focusing on consumer decision making processes, monitoring consumer satisfaction, applications of information technology, Internet marketing, service quality, employee opinion and satisfaction systems, and marketing strategy. In a partner relationship, my responsibilities have generally been to design the research, train the Vail research analysts and field personnel in data collection, and design the analysis and reporting structures. This project was initiated with Ralston Resorts, Inc. when they owned Keystone, Breckenridge and Arapahoe Basin Ski Resorts in Colorado and has continued with Vail Resorts, Inc. (VRI) which now owns Vail, Beaver Creek, Keystone, and Breckenridge Ski Resorts in Colorado, Heavenly Ski Resort in California, the Jackson Lake Lodge in Grand Teton National Park, Wyoming, and the Rock Resort chain of properties in Florida, Arizona, and California. Direct funding for the project averaged \$15,000 per year. Indirect funding, which includes VRI's internal and contracted expenditures for data collection and analysis, averaged an additional \$150,000 per year.
- 2001 An Assessment of the Environmental and Economic Issues Associated with Snowmobile Usage in Yellowstone and Grand Teton National Parks, Wyoming. Wyoming State Parks This was a team project. Direct funding to me was \$2500. Total project funding was \$20,000.
- 1992 An Advertising Allocation Study to Determine Potential of Alternative Markets for Downhill Skiing in Colorado. Funding Agency: Colorado Tourism Board, Denver, CO (\$14,024)

- 1991 An Advertising Conversion Study to Evaluate the Summer In-State Promotional Campaign. Funding Agency: Colorado Tourism Board, Denver, CO (\$5,665)
- 1990/95 Colorado Rural Recreation Development Project. Research coordinator for project that over time resulted in \$400K from various sources, foundations and NGO's.
- 1990 Improving Rural Tourism Extension and Research in the South: A Task Force to Inventory and Assess Current Programs. Funding Agency: Southern Rural Development Center, Mississippi State, MS. (\$13,450)
- 1990 A Visitor Market Analysis for Durham City and County, North Carolina. Funding Agency: Durham Convention and Visitors Bureau, Durham, NC (\$47,867)
- 1989 Outer Banks Visitor Survey. Funding Agency: Outer Banks Chamber of Commerce, Kill Devil Hills, NC. (\$1,000).
- 1989 Raleigh Parks and Recreation Market Analysis. Funding Agency: Department of Parks and Recreation, City of Raleigh, NC (\$5,400)
- 1989 Data Entry and Analysis for Artificial Reef Conflict Study. Funding Agency: National Marine Fisheries Service and UNC Sea Grant College Program, Raleigh, NC (\$6,000).
- 1989 Outer Banks Travel Information Survey. Funding Agency: Outer Banks Chamber of Commerce, Kill Devil Hills, NC. (\$1,000)
- 1989 A Tourism Marketing Information System for North Carolina. Funding Agency: North Carolina Department of Commerce, Division of Travel and Tourism, Raleigh, NC. (\$95,189).
- 1989 Information Seeking and Use by Marine Recreational Fishermen in North Carolina. Funding Agency: UNC Sea Grant College Program, Raleigh, NC. (\$43,252)
- 1988 An Advertising Conversion Study to Evaluate the 1987 Advertising Campaign of the North Carolina Division of Travel and Tourism, Raleigh, NC (\$7,740).
- 1988 Analysis of Survey Results for the Study of Economic and Environmental Impacts of Nature Tourism in Five Latin American Countries. Funding Agency: The World Wildlife Fund, The Conservation Foundation, Washington, DC. (\$1,000).
- 1988 Design and Analysis of Tourism Research for the Colorado Rural Recreation Development Project. Funding Agency: The Center for Recreation and Tourism Development, Business Research Division, University of Colorado, Boulder, CO. (\$2,500).
- 1988 Interviews for the National Recreational Boating Facilities Survey for North Carolina. National Marine Manufacturers Association, Chicago, IL and the International Marina Institute, Wickford, RI. (\$1,350).
- 1987 A Project to Develop and Evaluate Strategies to Integrate Marine Recreational Fishing into Tourism Industry Programs with Special Emphasis to the Needs of the Charter and Headboat Fishing Businesses in North Carolina, South Carolina, and Georgia. Funding Agency: National Marine Fisheries Service, St. Petersburg, FL (\$27,988).
- 1987 Design and Analysis of Tourism Research for the Colorado Rural Recreation Development Project. Funding Agency: The Center for Recreation and Tourism Development, Business Research Division, University of Colorado, Boulder, CO. (\$5,000).

- 1987 An Economic Assessment of Motor Racing in North Carolina. Funding Agency: North Carolina Division of Travel and Tourism, Raleigh, NC. (\$500).
- 1987 Tennessee Travel Information Survey: Evaluation of the 1987 Advertising Program. Funding Agency: The Tennessee Department of Tourist Development, Nashville, TN. (\$10,100).
- 1987 Outer Banks Visitor Survey. Funding Agency: Outer Banks Chamber of Commerce, Kill Devil Hills, NC. (\$1,000).
- 1987 Tennessee Travel Information Survey: Evaluation of the 1986 Advertising Program. Funding Agency: The Tennessee Department of Tourist Development, Nashville, TN. (\$7,500).
- 1987 Outer Banks Travel Information Survey. Funding Agency: Outer Banks Chamber of Commerce, Kill Devil Hills, NC. (\$500).
- 1986 Tennessee Travel Information Survey: Evaluation of the 1985 Advertising Program. Funding Agency: The Tennessee Department of Tourism Development, Nashville, TN (\$5,400).
- 1986 Marina Water Quality Project. Funding Agency: University of North Carolina Sea Grant College Program, Raleigh, NC. (\$2,000).
- 1986 Data Entry and Analysis for Coastal and Estuarine Water Beach Survey. Funding Agency: Division of Coastal Management, North Carolina Department of Natural Resources and Community Development, Raleigh, NC (\$2,000).
- 1985 Research Panel Identification and Baseline Data Collection for Analysis of Outdoor Recreation and Tourism Behaviors by Residents of Wake County, NC. Funding Agency: Faculty Research and Development Council, North Carolina State University, Raleigh, NC. (\$2,855).
- 1985 Marine Recreational Fishing in North Carolina: An Economic Characterization. Funding Agency: The University of North Carolina Sea Grant College Program, Raleigh, NC. (\$3,400)
- 1983 Nebraska Visitor Survey: Nonresident Automobile Travel. Funding Agency: Division of Research, Nebraska Department of Economic Development, Lincoln, NE (\$26,000).
- 1979 Content Analysis of Public Comments Concerning Proposed Revisions in the National Park Service Snowmobile Policy. Funding Agency: Office of Management and Policy, National Park Service, Washington, DC. (\$8,700).

### **Professional Activities:**

#### Elected Research Academy Memberships

International Academy for the Study of Tourism. Elected Member, 1999

President – 2004 – 2007

Board Chair – 2008 - present

International Association of Scientific Experts in Tourism. Elected Member, 2002

#### Editorial Appointments

Editor: Journal of Travel Research, 2003 – 2008. Co-editor, 2000 – 2002.

Joint Editor: Tourism Analysis, 1998 - 2000

Special Issue Guest Editor. Journal of Park and Recreation Administration, 1993

Associate/Consulting Editor: Journal of Travel Research, 1987 – 2000

Associate Editor: China Tourism Research, 2003 – present

Associate Editor: Tourism Economics, 2000 - present

Associate Editor: Journal of Travel and Tourism Marketing, 1990 – 2000  
 Associate Editor: Leisure Sciences, 1990 - 1994  
 Associate Editor: Journal of Leisure Research, 1987-1990  
 Editorial Board: SPRE Annual on Education, 1987

#### Major Boards and Major Professional Committees

Board of Directors: Travel and Tourism Research Association (2008 – present)  
 Research Committee, Colorado Tourism Board (2000 to 2004)  
 Board of Directors: Colorado Travel and Tourism Authority (1997 - 2000)  
 Board of Directors: Mountain States Chapter of the Travel and Tourism Research Association 1993-1997  
     President (1995 – 1996)  
 Board of Directors: Society of Parks and Recreation Educators, National Recreation and Park Assoc. 1990-1993  
 Board of Directors: North Carolina Tourism Education and Research Foundation 1987-1990  
 Board of Directors: Southeast Chapter of the Travel and Tourism Research Association 1987-1989  
     President (1988 – 1989)  
 Research Advisory Board, California Office of Tourism, 1990 - 2000  
 Tourism Advisory Board, National Coastal Resources Research and Development Institute, 1990-1993  
 NRPA Accreditation Review Team, Clemson University, May 1990  
 Cooperative State Research Service Review Team, Michigan State University 1989  
 U.S. Travel and Tourism Administration Task Force on Accountability Research 1989

#### Manuscript and Proposal Reviewer

Academy of Marketing Science  
 Travel and Tourism Research Association Research Workshop  
 Travel and Tourism Research Association Competitive Awards Program  
Journal of Business Research  
Journal of Recreation and Park Administration  
Annals of Tourism Research  
Marine Fisheries Review  
Journal of Sport Behavior  
Wildlife Society Bulletin  
 National Coastal Resources Research and Development Institute  
 University of North Carolina Sea Grant College Program  
 University of Michigan Sea Grant College Program  
 University of Illinois Sea Grant College Program  
 University of Hawaii Sea Grant College Program  
 National Office, Sea Grant  
 U.S.D.A. Forest Service

#### Memberships in Professional Organizations:

Travel and Tourism Research Association  
 American Marketing Association

#### Virginia Tech Committees

Department Head Executive Council (university)  
 Promotion and Tenure (college)  
 Strategic Planning (college)  
 Department Head Search Committee – Management Department

#### University of Colorado Committees (only major committees listed)

University Educational Technology Planning Committee  
 Faculty Senate - Technology Committee  
 School of Business Dean's Faculty Policy Advisory Committee

School of Business Post Tenure Review Committee (chair)  
 School of Business Technology Committee (chair)  
 School of Business Distance Learning Committee (chair)  
 Marketing Division Executive Committee  
 Business Research Division - Economic Outlook Forum Committee (chair)  
 School of Business Strategic Planning - Product Line Task Force  
     Business Research Division Committee (chair)  
     Career Development Committee  
 School of Business Committee on Undergraduate Curriculum and Policy (chair)  
 School of Business Dean Search Committee  
 Promotion Fact Finding Committees (chair of 4)  
 Marketing Doctoral Program Committee (chair)  
 College of Business Management Group

North Carolina State University Committees (only major committees listed)  
     Chancellor's Committee on University Long Range Planning and Policy  
     University Committee on International Programs 1987-1990  
     University Task Force on Rural Economic Revitalization  
     Faculty Research Committee (chair)  
     Department Head Search Committee

University of Nebraska (only major committees listed)  
     Executive Committee, School of HPER  
     Graduate Committee, School of HPER  
     Doctoral Research Methods Program Committee, Teachers College  
     Faculty Search Committee (chair)

**Honors and Special Recognitions:**

2004 Leslie M. Reid Distinguished Alumni Award, Texas A&M University  
 2001 Nomination: School of Business Frasca Award for Teaching Excellence  
 2000 Nomination: SOAR Campus Teaching Award  
 2000 Service Award, Colorado Travel and Tourism Authority  
 1997 Finalist: College of Business Frasca Award for Teaching Excellence  
 1995 Finalist: College of Business Frasca Award for Teaching Excellence  
 1995 Best Article in the Journal of Travel Research, Travel and Tourism Research Association.  
 1993 Outstanding Service Award, Society of Park and Recreation Educators, National Recreation and Park Association  
 1990 Special Certificate of Recognition for Contributions to the North Carolina Travel Industry, Office of the Governor, State of North Carolina.  
 1990 Certificate of Recognition as Co-Founder, Tourism Education Foundation of North Carolina, Inc.  
 1988 Certificate of Recognition, Southeast Recreation Research Conference  
 1985 Rho Phi Lambda Honor Society  
 1982 Outstanding Service Award, Nebraska Recreation and Park Association  
 1978 Phi Kappa Phi Honor Society