

PAIGE PATRICE VIREN

Office

California State University, Monterey Bay

Seaside, CA 93955

EDUCATION

2010	Ph.D.	Park, Recreation & Tourism Resources	Michigan State University
2005–06	CIC Scholar	Institute for Social Research	University of Michigan
2003	M.E.	Leisure & Tourism Studies	Bowling Green State University
2001	B.S.	Recreation & Leisure Studies	Bowling Green State University

Doctoral Dissertation Viren, P.P. (2010). Exploring the motivation and personality traits of adventure travelers: A hierarchical model approach. <https://doi.org/10.25335/M5CJ87M7C> Chaired by Dr. Christine A. Vogt.

ADMINISTRATIVE EXPERIENCE

2021–present **Executive Director** **Sustainable Hospitality Management Program**
College of Business
California State University, Monterey Bay

Principal Duties: Direct the strategic planning, development, and administration of the Sustainable Hospitality Management Program. Responsibilities include securing funding, formulating academic content, and structuring curriculum for undergraduate, graduate, and certificate programs in Hospitality and Tourism Management. Lead strategic initiatives in marketing, fundraising, program financing, industry partnerships, and sponsorship development to optimize revenue enhancement. Provide oversight for student affairs, overseeing the development and execution of recruitment, outreach, and internship/career placement programs. Foster meaningful relationships with leaders in the local, state, and national hospitality and tourism industry. Spearhead the strategic direction for both short-term and long-term academic program goals, ensuring successful program implementation.

Noteworthy Achievements:

- Established the Pebble Beach Scholars Program through a strategic partnership with Pebble Beach Company, securing \$1.4 million in funding to support student success and reduce barriers to entry.
- Facilitated strategic planning and new mission, vision and values for the Sustainable Hospitality Program.
- Facilitated significant curriculum update for the B.S. Sustainable Tourism Management degree program, ensuring industry relevance and alignment with CSU's Associate Degree for Transfer (ADT) program.
- Initiated the accreditation process with the Accreditation Commission for Programs in Hospitality Administration (ACPHA).

- Contribute to the College of Business AACSB accreditation process and lead the development Societal Impact Strategic Plan.

2016 –2018 **Undergraduate
Program Director** **Recreation & Park Management Program**
Department of Recreation & Leisure Studies
East Carolina University

Principal Duties: Managed the undergraduate program, ensured compliance with accreditation standards, delegated student advising responsibilities, contributed to the formulation of the semester schedule, directed curriculum assessment and modifications, addressed student concerns, sanctioned degree substitutions, administered internship affiliation agreements, and provided guidance to RPM faculty members in delivering the curriculum.

Noteworthy Achievements:

- Designed and implemented a successful social media strategy and campaign for the Recreation and Park Management concentration.
- Co-founded a student-led Recreation Parks and Management Club, where I also served as a faculty advisor.
- Played a key role in developing and implementing a Study Abroad program with a focus on International Sustainability. The course emphasized the sustainable management of natural and cultural resources in global settings, emphasizing principles and practices aimed at minimizing cultural loss and environmental impact. Co-led the trip for five years in partnership with AUIP.

TEACHING EXPERIENCE

2019–2021	Associate Professor	Department of Park, Recreation & Tourism San Francisco State University
2018–2019	Assistant Professor	Department of Park, Recreation & Tourism San Francisco State University
2015–2018	Associate Professor	Department of Recreation & Leisure Studies East Carolina University
2010–2015	Assistant Professor	Department of Recreation & Leisure Studies East Carolina University
2008–2010	Instructor (ABD)	Department of Recreation & Leisure Studies East Carolina University
2008–2018	Affiliate Faculty	Center for Sustainable Tourism East Carolina University
2003–2008	Research Assistant	Department of Park, Recreation & Tourism Resources Michigan State University

INDUSTRY EXPERIENCE

2006–2010 **Research Director** Xola Consulting – Santa Fe, NM
Conducted research for domestic and international tour operators and tourism boards, primarily working with niche tourism service providers, not only adventure travel, but also ecotourism, community-based tourism, and heritage tourism.

- 2004–2008 **Research Associate** Adventure Travel Trade Association – Seattle, WA
Assisted with research to identify traveler trends and industry issues contributing to the ongoing evolution of the adventure travel sector.
- 1997–2002 **Branch Manager** Central Travel & Ticket – Perrysburg, OH
Directed daily sales operations of branch location with \$1+million in annual revenues. Developed financial budgets and marketing strategies and managed the selection and assignment of human resources. Controlled administrative aspects of the office, including monitoring and approving expenditures, and quality control of Apollo CRS operations. Supervised office practices according to company policy, controlled monthly budgets, house accounts, and accounts receivable. Conducted employee performance appraisals and reviews.
- 1993–1997 **Manager Corporate VIP** Central Travel & Ticket Corporate Office – Maumee, OH
Developed the Corporate VIP Leisure Division of Central Travel coordinating vacation and meetings for corporate clientele (13+million in corporate accounts handled by the Central Travel Corporate Department). Facilitated travel destination seminars and managed travel events for corporate accounts. Provided reservation training for administrative assistants. Identified and evaluated new business sectors to increase sales volume.
- 1992–1993 **Corporate Leisure Consultant** Central Travel & Ticket – Maumee, OH
Coordinated leisure travel arrangements for corporate travel accounts. Maintained all aspects of customer service to assure quality standards and client satisfaction. Organized and escorted corporate meetings and special events and led fam trips for administrative assistants and event planners and coordinators.
- 1988–1992 **Assistant Manager** Cross Winds Travel – Toledo, OH
Arranged international and domestic travel for both corporate and leisure clients, concentrating on corporate accounts. Developed and implemented policies and procedures for a new vacation planning center location. Developed and maintained a large client base.
- 1986–1992 **Travel Consultant** Travel Emporium – Columbus, OH
Coordinated international and domestic reservations for both corporate and leisure clients, with a specialization in international travel arrangements. Headed the International Student Fare Program in conjunction with Pan American Airlines & Council Travel. Organized travel for the Indonesian Scholar Program at The Ohio State University.

HONORS & AWARDS

- 2022 **Best Paper/Education Track** West Federation CHRIE Conference
West Federation Council on Hotel, Restaurant, and Institutional Education
- 2017 **Outstanding Undergraduate Faculty** Recreation & Park Management Award
East Carolina University – Greenville, NC
- 2017 **Most Valuable Professor Award** for Men's Baseball
East Carolina University – Greenville, NC
- 2017 **Most Valuable Professor Award** for Women's Basketball
East Carolina University – Greenville, NC

- 2016 **University Scholarship of Engagement Award**
East Carolina University – Greenville, NC
- 2016 **Best Journal Article** Published in 2015
Journal of Destination Marketing & Management
- 2015 **Nominated, UNC Board of Governors Distinguished Professor Teaching Award**
University of North Carolina System Board of Governors – Chapel Hill, NC
- 2015 **Nominated Robert L. Jones/Alumni Association Award for Outstanding Teaching**
East Carolina University – Greenville, NC
- 2014 **College of Health & Human Performance Outstanding Service Award**
East Carolina University – Greenville, NC
- 2013 **Selected 2013-2014 Engagement and Outreach Scholars Academy**
East Carolina University – Greenville, NC
- 2013 **Outstanding Affiliate Faculty Award**, Center for Sustainable Tourism East Carolina
University – Greenville, NC
- 2012 **Nominated Outstanding Service Award**, College of Health & Human Performance
East Carolina University – Greenville, NC

TEACHING

My teaching experience includes a range of courses in recreation, parks, and tourism management, as well as courses in leisure services and tourism planning and development. I have taught foundations of recreation, parks and tourism, adventure travel, conference and event planning, tourism marketing, tourism planning and development, and case studies in leisure management. Additionally, I have supervised honors theses and internships, outdoor recreation field experiences and led study abroad experiences focused on sustainable tourism.

Courses Taught

San Francisco State University (2018-2021)

College of Health and Social Sciences, Recreation, Parks & Tourism Department

RPT 200 – Foundations of Recreation, Parks & Tourism (7)

RPT 205 – Adventure Travel: Tourism at the Intersection of Conservation & Commerce (4)

RPT 340 – Conference, Event Planning, & Management (1)

RPT 690 – Internship in Recreation, Parks & Tourism (2)

RPT 690 – Internship in Recreation, Parks & Tourism (3)

East Carolina University (2008-2018)

College of Health and Human Performance, Department of Recreation and Leisures Studies

RCLS 2000 – Introduction to Leisure Services (6)

RCLS 3120 – Introduction to Commercial Recreation and Tourism (8)

RCLS 4004 – Philosophy/Current Issues in Leisure Services (15)

RCLS 4120 – Recreation & Tourism Marketing (2)

RCLS 4121 – Tourism Planning & Development (8)

RCLS 4122 – Case Studies in Leisure Management (1)

RCLS 4123 – Study Abroad in International Sustainability in Australia/New Zealand (4)

RCLS 4124 – Study Abroad in Sustainable Tourism in Fiji (4)

RCLS 4500 – Honors Thesis (2)

RCLS 4800 – Outdoor Recreation Field Experience (4)

RCLS 4990 – Recreation Park Management Internship (4)

RCLS 6000 – Philosophical Foundations of Leisure (2)

RCLS 6220 – Managing Commercial Recreation and Tourism (1)

RCLS 6703 – Graduate Independent Study (7)

Michigan State University (2006-2007)

College of Agriculture & Natural Resources, Department of Parks, Recreation & Tourism Resources

PRR 474 – Tourism Planning & Development (1)

PRR 874 – Research Methods (1)

Graduate Student Advising & Mentoring

Doctoral Dissertations - Committee Member

1. Pilgreen, D.G. (2023, December). *Understanding the role of existential threats and social attachments in climate change and natural hazard threat evaluation and action*. Recreation, Park and Tourism Sciences, Texas A&M University, College Station, TX.
2. Allen, M. (2018). *Integrative complexity of coastal resources management: Examining tradeoffs between ecosystem protection and resource use* (dissertation). Coastal Resource Management, East Carolina University, Greenville, NC.

Master's Theses - Supervised

1. Pilgreen, D.G. (2018). *Sense of community in the campus recreation setting: Fostering community as a strategy for student retention* (master's thesis). Recreation & Leisure Studies (RCLS), East Carolina University, Greenville, NC.
2. Maxik, J. (2016). *A comprehensive system wide parks and recreation plan for Windsor, North Carolina* (master's project). Sustainable Tourism (SUTO), East Carolina University, Greenville, NC.
3. Johnson, C. (2014). *Visitor profile and economic impact study: Outer Banks Bluegrass Festival, Roanoke Island, North Carolina* (master's project). Sustainable Tourism (SUTO), East Carolina University, Greenville, NC.
4. Arnold, S. (2011). *Perceptions of sustainable tourism: North Carolina legislators' perspectives* (master's thesis). Sustainable Tourism (SUTO), East Carolina University, Greenville, NC.
5. Iarmolenko, S. (2010). *Ukraine's destination image as perceived by U.S. college students* (master's thesis). Recreation & Leisure Studies (RCLS), East Carolina University, Greenville, NC.

Master's Theses - Committee Member

1. Prakash, Neha Bhanu (2020). *Travel Behavior & Perception of Middle East as A Travel Destination: South Asian Traveler* (master's project). Recreation, Parks & Tourism (RPM), San Francisco State University, San Francisco, CA.
2. Nicolosi, V. (2019). *The restorative potential of coastal walks* (master's project). Recreation, Parks & Tourism (RPM), San Francisco State University, San Francisco, CA.

3. Alexander, A. (2018). *Relationships between explanation, prediction, and the building of resilience in a disaster-impacted community* (master's thesis). Geology (GEOG), East Carolina University, Greenville, NC.
4. Herendeen, T. (2017). *Comparing the reactions of zoo visitors to immersive and non-immersive exhibit experiences* (master's thesis). Recreation & Leisure Studies (RCLS), East Carolina University, Greenville, NC.
5. Ohlensehlen, A.B. (2017). *Strategic marketing implications to promote the sustainability of water attractions in Craven County, North Carolina*. (master's project). Recreation & Leisure Studies (RCLS), East Carolina University, Greenville, NC.
6. Barber, B.C. (2017). *Impacts of marijuana legalization on sustainable tourism in the United States* (master's project). Sustainable Tourism (SUTO), East Carolina University, Greenville, NC
7. Hartman, A. (2016) *Exploring identity development in a summer residential camp for adolescent girls* (master's thesis). Recreation & Leisure Studies (RCLS), East Carolina University, Greenville, NC.
8. Turnis, B. (2015). *Adventure leadership and personality: An examination of outdoor recreation professionals employed in a collegiate setting* (master's thesis). Recreation and Leisure Studies (RCLS), East Carolina University, Greenville, NC.
9. Yancey, T.Q. (2015). *Socially responsible leadership development through campus recreation employment* (master's thesis). Recreation & Leisure Studies (RCLS), East Carolina University, Greenville, NC.
10. Rubright, H. (2014). *Consumer purchasing in sustainable tourism: Attraction sustainability and its impact on decision-making* (master's thesis). Sustainable Tourism (SUTO), East Carolina University, Greenville, NC.
11. Chandler Pink, K. (2014). *Volunteer tourism in Peru: Is regulation needed?* (master's thesis). Environmental Health Studies (EHST) East Carolina University, Greenville, NC.
12. Merritt, R. (2013). *Destination recreation: A generational exploration of psychographic characteristics related to vacation recreation activity preferences* (master's thesis). Recreation & Leisure Studies (RCLS), East Carolina University, Greenville, NC.
13. Burkhart, J. (2013). *Factors determining structured activity participation in rural youth: Internal capacities, microsystem support and constraints negotiation* (master's thesis). Recreation & Leisure Studies (RCLS), East Carolina University, Greenville, NC.
14. Winslow, T.W. (2012). *How do you fly...fish? Environmental behavior, travel, and sport involvement of fly fishers in North Carolina* (master's thesis). Sustainable Tourism (SUTO) East Carolina University, Greenville, NC.
15. Benjamin, S. (2011). *Lost in Mayberry/Mount Airy: Importance of tourist profiles in sustainable tourism planning* (master's thesis). Sustainable Tourism (SUTO), East Carolina University, Greenville, NC.
16. Naar, J. (2010). *International tourism later in life: Innovation theory related to benefits gained* (master's thesis). Recreation & Leisure Studies (RCLS), East Carolina University, Greenville, NC.
17. Hall, B. (2009). *SERVQUAL and adventure programs* (master's thesis). Recreation & Leisure Studies (RCLS), East Carolina University, Greenville, NC.

Honors College Senior Honors Projects

1. Pearsall, C. (2017). *The role of place attachment and sense of community in tailgating* (honor's thesis). Honors College (HNRS) East Carolina University (HNRS), Greenville, NC.

2. Evans, Z. (2016). *An integrative approach to innovation center design*. (master's thesis). Honor College (HNRS), East Carolina University, Greenville, NC.

SCHOLARLY PUBLICATIONS

My research focuses on consumer behavior and tourism, with a particular emphasis on adventure travel and sustainable community-based tourism in rural areas. I am interested in exploring ways in which tourism can create economic opportunities while also preserving and enhancing natural, cultural, and historic resources. My research seeks to understand the motivations and decision-making processes of tourists in these contexts and to identify best practices for sustainable tourism development that can benefit both tourists and local communities. By studying these topics, I hope to contribute to the development of tourism policies and practices that promote economic growth and job creation while also preserving the unique cultural and natural assets of communities.

Note: Scholarly work credited to Paige Schneider represents work by Paige Viren under a former name; * - denotes student supervised/mentored work.

Publications

Peer-Reviewed Journals

1. Pilgreen D.,G, Cho, S.J., Zou, S., & **Viren, P.P.** (2023) Overconfidence in climate change knowledge negatively impacts the knowledge-attitude-behavior relationship in climate-friendly travel decision-making. *Journal of Travel & Tourism Marketing* (under review).
2. Francisco-Menchavez, V., Yoshino, A., Gallo, C., Thoyre, A., & **Viren, P.P.** (2023). The Practice of the commons and the ethics of sharing—aspiring toward abolitionist pedagogy through faculty collaboration. *About Campus*, 28(2), 17–22. <https://doi.org/10.1177/10864822231182084>
3. *Nicolosi, V., Wilson, J., Yoshino, A., & **Viren, P.P.** (2020). The restorative potential of coastal walks and implications of sound. *Journal of Leisure Research*.
4. *Ohlensehlen, A., Deale, C. S., **Viren, P.P.**, & Edgell, D.L. (2019). Craven County: In pursuit of sustainable tourism. *Journal of Hospitality and Tourism Cases*, 8(2).
5. *Merritt, R., Kline, C., Crawford, A., **Viren, P.P.**, Dilworth, G. (2018). Vacation activity preferences: An examination of generational differences across psychographic categories employing Plog's Model. *Journal of Recreation and Park Administration*, 36(4).
6. *Merritt, R., Kline, C., Crawford, A., **Viren, P.P.**, Dilworth, G. (2016). An exploration of recreational activities while traveling relative to psychographic tendencies. *Tourism Recreation Research*, 41(3), 302-313.
7. *Rubright, H., Kline, C.S., **Viren, P.P.**, Naar, A., & Oliver, J. (2016). Attraction sustainability in North Carolina and its impact on decision-making. *Tourism Management Perspectives*, 19, 1-10.
8. **Viren, P. P.**, Vogt, C. A., Kline, C., Rummel, A. M., & *Tsao, J. (2015). Social network participation and coverage by the tourism industry sector. *Journal of Destination Marketing & Management*, 4, 110- 119. Note: Awarded Best Paper Published in the Journal in 2015.
9. Kline, C.S., Cardenas, D., **Viren, P. P.**, & Swanson, J. R. (2015). Using a community tourism development model to explore equestrian trail tourism potential in Virginia. *Journal of Destination Marketing & Management*, 4, 79-87.
10. **Viren, P.P.**, Kline, C.S., & *Tsao, J. (2014). Social networks and tourism in the Roanoke River Valley. *Anatolia – An International Journal of Tourism and Hospitality Research*, 25(3), 483-486.

11. *Beedle, J., Kline, C., Cardenas, D., Byrd, E. T., & **Schneider, P. P.** (2013). An exploration of gendered systems theory on women owned businesses in emerging tourism destinations: Future directions. *Journal of Tourism & Cultural Change*, 11 (3), 170-186.
12. **Schneider, P.P.**, & Vogt, C.A. (2012). Applying the 3M Model of personality and motivation to adventure travelers. *Journal of Travel Research*, 51(6), pp. 704-716.
13. Stevens, C. A., **Schneider, P.P.**, Johnson, C.W. (2012). Preparing students to write a professional philosophy of recreation paper. *Schole: A Journal of Leisure Studies and Recreation Education*, 27(2), 43-56.
14. **Schneider, P.P.** (2012). Exploring the motivation and personality traits of adventure travelers: A hierarchical model approach. Doctoral dissertation summary. *European Journal of Tourism Research*, 5(1), pp. 72-75.
15. Alderman, D. H. & *Benjamin, S. K., & **Schneider, P. P.** (2012). Transforming Mount Airy into Mayberry: Film-induced tourism as place-making. *Southeastern Geographer*, 52(2), 212-239. The University of North Carolina Press.
16. *Benjamin, S.K., **Schneider, P.P.**, & Alderman, D.H. (2012). Film tourism event longevity: Lost in Mayberry. *Tourism Review International*, 16, 139-150.
17. Stevens, C. A., & **Schneider, P.P.** (2010). Teaching students to apply foundational knowledge. *Schole: A Journal of Leisure Studies and Recreation Education*, 25, 123-129.
18. Wright, D. E., & **Schneider, P.P.** (2010). Training the research integrity officers: The federally funded "RIO Boot Camps"- Backward design to train for the future. *Journal of Research Administration*, 41(3), 99-117.

Peer-Reviewed Book Chapters

1. **Viren, P.P.**, & Beckmann, C., Pilgreen, D.G., & Greiner, J. (2020). Commercial recreation and leisure businesses. In K.A. Schwab, C.A. Stevens, J.F. Murphy, L.R. Allen, & E.A. Sheffield, (Eds.), *A Career with Meaning: Recreation, Parks, Sport Management, Hospitality, and Tourism* (3rd ed., pp. 383-417). Champaign, IL: Sagamore Publishing.
2. **Viren, P.P.**, & Beckmann, C. (2019). Tracing the economic impacts of adventure travel. In Dogan Gursoy & Robin Nunkoo (Eds.), *Handbook of Tourism Impacts: Theoretical and Applied Perspectives* (pp. 133-142). New York: Routledge.
3. **Viren, P.P.**, & Greiner, J. (2014). Commercial recreation and leisure businesses. In K.A. Schwab, C.A. Stevens, J.F. Murphy, L.R. Allen, & E.A. Sheffield, (Eds.), *A Career with Meaning: Recreation, Parks, Sport Management, Hospitality, and Tourism* (2nd ed., pp. 295-417). Champaign, IL: Sagamore Publishing.
4. Greiner, J., & **Schneider, P.P.** (2010). Commercial Recreation and Leisure Businesses. In C.A. Stevens, J.F. Murphy, L.R. Allen, & E.A. Sheffield, E.A. (Eds.) *A Career with Meaning: Recreation, Parks, Sport Management, Hospitality, and Tourism* (pp. 331-359). Champaign, IL: Sagamore Publishing.

Peer-Reviewed Oral Presentations

1. Pilgreen, D. G., **Viren, P. P.**, Látková, P., Beckmann, C., Fernández-Trapa, V. (2023, April). A Global Assessment of Climate Action in the Tourism Industry. National Environmental Recreation Research Symposium.

2. González, A.F., & **Viren, P.P.** (2022, February). *Meaningful Learning Experiences: Improving Student Retention through Application*. Paper presented at WF CHRIE Sacramento State University, virtual.
 3. **Viren, P.P.**, & Goldenberg M. (2019, November). *Community engagement: A framework to tackle critical issues and work towards the public good*. Paper presented at California State University Parks, Recreation, Tourism Retreat, Pescadero, CA.
 4. **Viren, P.P.** (2019, September). *Research deep dive: travelers' future expectations - Harnessing Adventure Travel Experiences for Climate Action*. Paper presented at the Adventure Travel World Summit, Gothenburg, Sweden.
 5. **Viren, P.P.**, Beckmann, C., & Látková, P. (2019, April). *Climate change and recreation: Harnessing travel experiences for climate benefit*. Paper presented at the National Environmental and Recreation Research Symposium, Annapolis, MD.
 6. *Pilgreen, D.G., **Viren, P.P.**, & Watts, C.E. (2019, April). *Community resilience: A case study in planning in rural Eastern North Carolina*. Paper presented at the National Environmental and Recreation Research Symposium, Annapolis, MD.
 7. Látková, P., Everette, M., & **Viren, P.P.** (2018, September) *Destination resilience: Case of Havana*. Proceedings of the Nexus of Migration and Tourism: Creating Social Sustainability Symposium 2018 Conference (pp. 115-120). Hanoi, Vietnam: VNU University of Social Sciences and Humanities.
 8. *Alexander, W., & **Viren, P.P.** (2018, April). *Sustainable development: Rural community response to natural disaster*. Paper presented at the National Environment and Recreation Research Symposium, Annapolis, MD.
 9. *Murray, A.K., & **Viren, P.P.** (2017, April). *A benefits-based management approach to adventure travel*. Paper presented at the National Environment and Recreation Research Symposium, Annapolis, MD.
 10. **Viren, P.P.**, *Hartman, A.E., *Murray, A.K., *Benjamin, S.K., Alderman, D.H., & *Neilson, S. (2016, April). *On the road again: Underrepresented populations in tourism marketing*. Paper presented at the Northeast Recreation Research Symposium, Annapolis, MD.
 11. *Hartman, A. & **Viren, P.P.**, & Alderman, D.A. (2015, April). *Opening the Road to Tourism: Framing Media to Influence Travel Participation Among Minorities*. Paper presented at the Northeast Recreation Research Symposium, Annapolis, MD.
 12. *Ayscue, E. P. & Schneider, P. P. (2014, April). *On location in the Outer Banks: Learning about sustainable tourism planning and development through experience*. Paper presented at the South Eastern Recreation Research Symposium, Asheville, NC.
 13. *Johnson, C., & **Viren, P. P.** (2014, April). *Taking the blues out of bluegrass: The economic impact of a rural bluegrass festival*. Paper presented at the South Eastern Recreation Research Symposium, Asheville, NC.
 14. *Hetland, C. E., *Jones, H., *Stanley, R. C., *Thaxton, C., & **Viren, P. P.** (2014, April). *A SWOT analysis of Windsor, North Carolina's natural and cultural assets and its potential for sustainable community-based tourism development*. Poster presented at the SouthEastern Recreation Research Symposium, Asheville, NC.
- Schneider, P.P.**, Deale, Cynthia S., & *Iarmolenko, S. (2013, June). *Regional collaboration as the conduit for sustainable tourism: A case study of ecotourism in the Roanoke River Region*. Paper presented at the BEST Education Network (BEST-EN) Think Tank XIII, Kuala Lumpur, Malaysia. Retrieved from <http://www.besteducationnetwork.org/ttxiii/proceedings.php>

15. **Schneider, P.P.**, & *Murray, A. (2013, August). *Sustainable tourism development through regional collaboration: North Carolina's Roanoke River Valley Region*. Paper presented at the National Extension Tourism conference, Detroit, Michigan. Abstract retrieved from <http://extensiontourism.net/files/2011/07/NET-Program.pdf>
16. *Johnson, C., **Schneider, P. P.**, & Heyniger, C. (2013, April). *Public-private partnerships for protected areas management*. Poster presented at the Northeast Recreation Research Symposium, Cooperstown, NY.
17. **Schneider, P. P.**, Hammitt, W. E., & Watts, C. E. (2013, April). *Visual perceptions and cognitions of recreation and resources by study abroad students*. Paper presented at the Northeast Recreation Research Symposium, Cooperstown, NY.
18. Covelli, E., & **Schneider, P.P.** (2012, April). *An examination of personality and adventure tourism: A case of wildlife related activities*. Paper presented at the Northeast Recreation Research Symposium, Cooperstown, NY.
19. *Arnold, S., & **Schneider, P.P.**, Alderman, D.A. (2011, April). *Perceptions of sustainable tourism: A case study of North Carolina legislators*. Paper presented at the Northeast Recreation Research Symposium, Bolton Landing, NY.
20. *Iarmolenko, S., & **Schneider, P.P.** (2010, June). *Destination image representation online: Content analysis of Ukraine travel related websites*. Paper presented at the Travel and Tourism Research Association Conference, San Antonio, TX.
21. *Naar, J. & **Schneider, P.P.** (2010, June). *Cognitive age and tourism behavior: An alternative segmentation tool*. Paper presented at the Travel and Tourism Research Association Conference, San Antonio, TX.
22. *Iarmolenko, S., & **Schneider, P.P.** (2009, April). *Strategic alliances in the ecotourism industry in North Carolina*. Paper presented at the Northeast Recreation Research Symposium, Bolton Landing, NY.
23. **Schneider, P.P.**, Látková, P., & Vogt, C. (2008, June). *Consumers' need for uniqueness: Seeking the trait through adventure travel*. Paper presented at the Travel and Tourism Research Association Conference, Philadelphia, PA.
24. **Schneider, P.P.**, Jogaratnam, G., Kim, K., & Oh, I. (2007, June). *Male and female tourists' destination selection: An insight from the youth market*. Paper presented at the 62nd Conference of Tourism Sciences Society of Korea.
25. **Schneider, P.P.**, Vogt, C., & *Sears, R. (2007). *Travel career approach to adventure tourist motivation*. Proceedings of the Northeastern Recreation Research Symposium. Bolton Landing, NY.
26. **Schneider, P.P.**, Vogt, C., & Smith, S. (2006). *Segmenting the adventure travel market: An extension of Sung, Morrison, & O'Leary*. Proceedings of the Travel & Tourism Research Association. Dublin, Ireland.
27. **Schneider, P.P.** & Vogt, C. (2006). *Defining adventure travel with consumers' perception of image and benefits*. Proceedings of the Northeastern Recreation Research Symposium. Bolton Landing, NY.
28. **Schneider, P.P.**, Vogt, C., & Andereck, K. (2005). *Getting physical on vacation*. Proceedings of the Travel & Tourism Research Association. New Orleans, LA.
29. **Schneider, P.P.** (2005). *A definition of adventure travel revisited*. Proceedings of the 13th Annual University of Waterloo Graduate Student Symposium. Waterloo, Ontario Canada.

30. **Schneider, P.P.**, & Vogt, C. (2005). *Leisure activity patterns and changing household patterns: The changing household*. Proceedings of the Northeastern Recreation Research Symposium. Bolton Landing, NY.

Peer-Reviewed Poster Presentations

1. *Mathes-Park, D., *Pilgreen, D. G., Davis, C., & **Viren, P. P.** (2023, April). The Power of Public Private Partnerships in Tourism's Approach to Destination Stewardship. National Environmental Recreation Research Symposium. Poster Presentation.
2. *Kime, M. K., *Pilgreen, D. G., **Viren, P. P.**, Samanta, A., & Látková, P. (2022, April). Climate Action: Profiles of Adventure Travelers. National Environmental Recreation Research Symposium. Poster Presentation.
3. Látková, P., **Viren, P.P.**, & Ramos, C. (June/July, 2019). *Community engaged learning: MYSF – San Francisco tourism industry certificate training*. BEST EN Think Tank XXIX, San Francisco, CA.
4. *Easter, K., Murray, A., & **Viren, P.P.** (November 2018). *On the Road Again: Underrepresented Populations in Tourism Marketing*. Poster presented at the State of North Carolina Undergraduate Research and Creativity Symposium, Greenville, NC.
5. *Pilgreen, D., **Viren, P.P.**, & *Brown-Bochichio, C.A. (2018, April). *Universal accessibility: A case study in accessible recreation in a rural community*. Paper presented at the National Environment and Recreation Research Symposium, Annapolis, MD.
6. *Pearsall, C., & **Viren, P.P.** (2017, April). *The role of place attachment and sense of community in tailgating*. Poster session presented at the National Environment and Recreation Research Symposium, Annapolis, MD.
7. *Cain, J.C., & **Viren, P.P.** (2017, April). *Building a strong community on fresh fruits and vegetables*. Poster session presented at the National Environment and Recreation Research Symposium, Annapolis, MD.
8. *Williams, E.L., **Schneider, P.P.**, & *Benjamin, S.K. (2012, April). *Diversity in adventure travel: The white face of adventure travel media*. Poster session presented at the Northeast Recreation Research Symposium, Cooperstown, NY.
9. *Tsao, J., **Schneider, P.P.**, & Kline, C. (2011, March). *Social networks in rural tourism destinations*. Poster session presented at the National Extension Tourism Conference, Charleston, SC.
10. *Tsao, J., **Schneider, P.P.**, & Kline, C. (2011, March). *Social networks among tourism businesses and organizations in North Carolina's Roanoke River Valley Region*. Poster sessions presented at the East Carolina University Research and Creative Achievement Week, Greenville, NC.
11. *Iarmolenko, S., & **Schneider, P.P.** (2010, March). *Destination image representation online: Content analysis of Ukraine travel related websites*. Poster session presented at the East Carolina University Research and Creative Achievement Week, Greenville, NC.
12. **Schneider, P.P.**, Vogt, C., & Smith, S. (2006, June). Segmenting the adventure travel market: An extension of Sung, Morrison, & O'Leary. Poster session presented at Travel & Tourism Research Association Conference, Dublin, Ireland. Awarded *TTRA Best Illustrated Paper*.

Peer-Reviewed Panel Presentations

1. **Viren, P.P.**, Watts, C.E., & Burns, R.C. (2017, April). *Collaboration and partnership development for tourism recreation*. Round table session presented at the National Environment and Recreation Research Symposium, Annapolis, MD.

2. Watts, C.E., **Viren, P.P.**, & Barbieri, C. (2016, April). *Tourism and recreation initiatives in rural communities: What we are continuing to learn*. Round table session presented at the Northeast Recreation Research Symposium, Annapolis, MD.
3. **Viren, P.P.**, & Watts, C.E. (2015, February). *Honoring the triumvirate: Finding synergy in teaching, scholarship & service*. Academy of Leisure Sciences Teaching Institute, Greenville, NC.
4. Watts, C.E., **Viren, P.P.**, McCole, D., & Vogt, C. (2013, April). *Tourism and recreation Initiatives in rural communities*. Round table session presented at the Northeast Recreation Research Symposium, Annapolis, MD.
5. **Schneider, P. P.**, Watts, C.E., *Beal, D., *Iarmolenko, S., McCole, D., & Vogt, C. (2011, April). *Innovative approaches to sustainable tourism and recreation in rural communities*. Roundtable session presented at the Northeast Recreation Research Symposium, Annapolis, MD.

Invited Presentations

1. **Viren, P.P.** (2023, October). Keynote Speaker for the Inaugural Recreation Education Council Scholar's Lecture at Texas A&M University, College Station, Texas. The lecture was titled: Scholarship of Engagement: Finding Synergy in Teaching, Scholarship, and Service.
2. Mathes-Park, D, & **Viren, P.P.** (2023, August). Keynote Speaker for the U.S Department of State International Visitor Leadership Program. Sacramento, California. The presentation was titled: Ecotourism & Environmental Sustainability: Uniting Conservation, Communities, & Sustainable Travel.
3. **Viren, P. P.**, Pilgreen, D. G., & Eskildsen, I. X. (2021, September). Climate Strategies: Global Research & Local Approaches. Sedona, Arizona. AdventureELEVATE, Adventure Travel Trade Association. Concurrent session.
4. **Viren, P.P.** (2020, October). Invited Speaker for the 2020 United Economy Forum. Toronto, Canada. The presentation was titled: Reimagining the Urban Tourism Economy: Promoting Unique Experiences for Visitors.
5. **Viren, P.P.** (2020, July). Invited Speaker for the WildChina Academy. The presentation was titled: The Value of Creating Visitor Experiences.
6. **Viren, P.P.** (2019, November). Invited Speaker for the U.S State Department Program on Economic Development for the Public Affairs Section of the U.S. Embassies in Copenhagen, Denmark. The focus of the presentations and workshops: *Adventure Travel: Connecting Culture, Conservation and Commerce*. Workshops will focus on stakeholder collaboration and adventure travel product development.
7. **Viren, P.P.** (2019, October). Invited Speaker for the Destination Arctic Circle Tourism Summit in Sisimiut, Greenland. The keynote was titled: Adventure Travel: The Intersection of Commerce and Conservation.
8. **Viren, P.P.** (2019, September). Invited Speaker for the WildChina Academy. Interpretation 101: Creating Visitor Experiences.
9. **Viren, P.P.** (2019, February). Invited Presenter for the Association for Experiential Education Western Region Conference in San Francisco, CA. The presentation was titled: *Community engaged research and learning: Education on location*.
10. **Viren, P.P.** (2018, April). Invited Speaker for the U.S State Department Program on Economic Development for the Public Affairs Section of the U.S. Embassies in Baku, Azerbaijan. The focus of the presentations and workshops: *Ecotourism: Uniting Conservation, Communities, and Sustainable Travel*.

11. **Viren, P.P.** (2017, October). Invited Speaker for the U.S State Department Program on Economic Development for the Public Affairs Section of the U.S. Embassies in Pristina, Kosovo. The focus of the presentations and workshops: *Small Business Innovation in the Adventure Tourism Sector*.
12. **Viren, P.P.** (2017, October). Invited Speaker for the U.S State Department Program on Economic Development for the Public Affairs Section of the U.S. Embassies in Tirana, Albania. The focus of the presentations and workshops: *Small Business Innovation in the Adventure Tourism Sector*.
13. **Viren, P.P.** (2015, November). Invited Speaker for Penn State University Department of Recreation Park and Tourism Management (RPTM) Fall Seminar Series in State College, PA. The presentation was titled *Nature-based Tourism Efforts in Eastern North Carolina: Diversifying the Rural Economy*.
14. **Viren, P.P.** (2015, March). Invited Presenter for the North Carolina Governor's Conference on Tourism, in Pinehurst, NC. The presentation was titled: *Sustainable Tourism and Rural Economic Development*.
15. **Viren, P.P.** (2015, February). Keynote Speaker for the North Carolina Soil and Water Conservation Annual Meeting, in Windsor, NC. The presentation was titled: *Sustainable Community based Tourism as a Means of Diversifying the Rural Economy*.
16. **Viren, P.P.** (2014, June). Keynote Speaker for the North Carolina Trails Conference in Raleigh, NC. The keynote was titled: *Preserving Sense of Place in Rural Communities*.
17. **Schneider, P.P., & Iarmolenko, S.** (2011, September). Invited Presenter for The International Ecotourism Society (TIES) Ecotourism and Sustainable Tourism Conference, in Hilton Head, SC. The presentation was titled: *When Tobacco Goes Tourists Come*.
18. **Schneider, P.P.** (2010, November). Invited Presenter at the Four Rivers Resource Conservation & Development Council, Inc. Board of Directors Meeting, in Warrenton, NC. The presentation was titled: *Roanoke River Valley Eco-tourism & Outreach Initiatives*.
19. **Schneider, P.P.** (2010, November). Invited Presenter at Mid-East Resource Conservation & Development Council, Inc. Board of Directors Meeting, Williamston, NC. The presentation was titled: *Roanoke River Valley Eco-tourism & Outreach Initiatives*.
20. **Schneider, P.P.** (2010, October). Invited Panelist at the Adventure Travel Trade Association (ATTA) Adventure Travel World Summit, in Aviemore, Scotland. The presentation was titled: *Adventure Travel Market Report Panel*.
21. **Schneider, P.P.** (2009, June). Invited Presenter at the Northwestern University and Office of Research Integrity (ORI) Research Integrity Officer (RIO) Boot Camp, in Chicago, IL. The presentation was titled: *The Role of the Research Integrity Officer: Critical Issues Facing RIOs Today*.
22. **Schneider, P.P.** (2008, February). Invited Presenter at the Tulane University and Office of Research Integrity (ORI) Research Integrity Officer (RIO) Boot Camp, in New Orleans, LA. The presentation was titled: *The Role of the Research Integrity Officer: Critical Aspects and Responsibilities*.
23. **Schneider, P.P.** (2007, September). Invited Presenter at The International Ecotourism Society (TIES) North American Ecotourism Society Conference, in Madison, WI. The presentation was titled: *How to reach Adventurers and Ecotourists Using Target Marketing*.
24. **Schneider, P.P., & Vogt, C.** (2005, October). Invited Presenter at the Adventure Travel Trade Association (ATTA) Adventure Travel Worlds Summit, in Seattle, WA. The presentation was titled: *What Does Adventure Mean to You?*

Non-Refereed Publications

Book Reviews & Articles

1. Duncan, T., Kline, C., & **Schneider, P. P.** (2010). Guest Editor Special Issue on Graduate Student Research. *Annals of Leisure Research* 13(1-2), 1-3.
2. **Schneider, P.P.** (2011). "Paddle trails: Mixing recreation and business." *Parks & Rec Business*, June 2011.

Technical Reports

1. *Pilgreen, D. G., **Viren, P. P.**, Fernández-Trapa, V., Beckmann, C., Ashtari, R. (2022). Baseline report on climate action in tourism. United Nations World Tourism Organization.
2. **Viren, P. P.**, *Pilgreen, D. G., Samanta, A., *Kime, M. K. (2022). Frequent Travelers, Climate and What To Do: Travelers Share Their Thoughts. Adventure Travel Trade Association. Technical Report.
3. Riggs, S., Hodges, D., **Viren, P.P.**, Christian, R., Mallison, D., Ames, D., & Clough, K. (2018). *Bertie Water Crescent: A water-based vision for sustainable ecotourism and environmental education in Bertie County, NC*. Prepared for the Town of Windsor and Bertie County.
4. Roberts, N.S., Jones-Taylor, A., **Viren, P.P.**, & Marsh, L.N. (2018). *Lower cost coastal accommodations: Support for California Coastal Conservancy AB 250/LCOA Assessment investigation of state and national models*. Prepared for the California Coastal Conservancy.
5. **Viren, P. P.**, & Hodges, J.D. (2018). *Bertie County comprehensive system-wide parks and recreation plan*. Prepared for the Bertie County Board of Commissioners and the Bertie County Parks and Recreation Department, September 2017 (89 pp.).
6. **Viren, P.P.**, Murray, A.K., Brown, T., & Beckmann, C. (2017). *North American travelers: Personal growth, new destinations, and immersive culture*. Prepared for the Adventure Travel Trade Association, May 2017, (22 pp.).
7. **Viren, P.P.**, *Brown-Bochichio, C., & Hodges, J.D. (2016). *Town of Windsor ADA accessibility transition plan*. Prepared for: Town of Windsor, NC, November 2016 (20 pp.).
8. *Maxik, J., & **Viren, P.P.** (2015). *Cashie River Campground and Treehouses Master Plan*. Prepared for the Town of Windsor NC, May 2015 (37 pp.).
9. *Maxik, J., & **Viren, P.P.** (2015). *Windsor North Carolina Parks and Recreation Comprehensive System Wide Plan*. Prepared for the Town of Windsor, NC, June 2015 (49 pp.).
10. *Johnson, C.D., & **Viren, P.P.** (2014). *Visitor Profile and Economic Impact Study: Outer Banks Bluegrass Festival*. Prepared for the Outer Banks Bluegrass Festival Organizers, May 2014, (45 pp.).
11. **Viren, P.P.** (2014). *Visitor profile: Windsor Blues, Brews, & BBQ festival*. Prepared for the Town of Windsor, NC, February 2014, (22 pp.).
12. **Viren, P.P.**, Vogt, C.A., & Rummel, A.R. (2014). *Study of Great Lakes Bay Region homeowners' attitudes toward recreation and tourism development*. Prepared for the Great Lakes Bay Regional Convention & Visitors Bureau, May 2014, (50 pp.).
13. Vogt, C.A., **Viren, P.P.**, & Rummel, A.R. (2014). *Great Lakes Bay Region study of homeowners in Bay, Midland and Saginaw Counties perceptions of the region's trail systems*. Prepared for the Great Lakes Bay Regional Convention & Visitors Bureau, February 2014, (6 pp.).
14. **Schneider, P.P.** (2013). *Town of Windsor tourism asset inventory and SWOT analysis*. Prepared for the Town of Windsor, NC, March 2013, (33 pp.).

15. *McAllister, J.A., & **Schneider, P.P.** (2013). *Campground feasibility study*. Prepared for the Town of Windsor, NC, December 2012, (25 pp.).
16. **Schneider, P. P.**, & Hodges, J.D., (2013). *Innovative approaches to sustainable tourism in North Carolina's Roanoke River Region: Linking communities, tourism, and conservation final report*. Submitted to NC Rural Economic Development Center, January 2013, (232 pp.).
17. **Schneider, P.P.** (2012). *Tourism strategy for the Town of Windsor*. Prepared for the Town of Windsor, NC, January 2013, (18 pp.).
18. **Schneider, P.P.** (2012). *Marketing plan for the Town of Windsor*. Prepared for the Town of Windsor, NC, November 2012, (23 pp.).
19. **Schneider, P.P.** (2013). *Roanoke River Valley strategic marketing plan*. Submitted to Roanoke River Mayors Association, November 2012, (26 pp.).
20. **Schneider, P.P.**, & Hodges, J.D. (2011). *Report quarter 5: Innovative approaches to sustainable tourism in North Carolina's Roanoke River Region*. Submitted to North Carolina Rural Economic Development Center, October 2011, (3 pp.).
21. **Schneider, P.P.** Contributor (2010). *Adventure tourism market report*. A study by: The George Washington University School of Business, The Adventure Travel Trade Association, and Xola Consulting. Prepared for the Adventure Travel Trade Association, Seattle, Washington, September 2010, (15 pp.).
22. **Schneider, P.P.**, & *Tsao, J. (2010). *Social networks in eastern North Carolina*. Prepared for the Roanoke River Mayors Association, November 2010, (44 pp.).
23. **Schneider, P. P.**, & Wright, D.E. (2010). *Role of the RIO*. Prepared for the Office of Health and Human Services: The Office of Research Integrity.
24. **Schneider, P.P.**, & Iarmolenko, S. (2010). *Roanoke River Region tourism assessment process (TAP) destination review report*. Prepared for the Roanoke River Mayors Association, July 2010, (16 pp.).
25. **Schneider, P.P.**, & Heyniger, C. (2008). *Adventure traveler market study*. Prepared for Fyreplug, December 2008, (33 pp.).
26. **Schneider, P.P.** – Contributor (2007). *Adventure travel industry research round Up 2007*. Prepared for the Adventure Travel Trade Association, Seattle, Washington, September 2007, (53 pp.).
27. **Schneider, P.P.**, & Heyniger, C. (2006). *Adventure travel industry research round up 2006*. Prepared for the Adventure Travel Trade Association, Seattle, Washington, September 2006, (28 pp.).
28. **Schneider, P.P.** (2006). *Greater Lansing Convention & Visitors Bureau visitor survey report*. Prepared for the Greater Lansing Convention & Visitors Bureau, Lansing, MI, July 2006, (15 pp.).
29. **Schneider, P.P.** (2006). *Greater Lansing Convention & Visitors Bureau: Meeting planner survey report*. Prepared for the Greater Lansing Convention & Visitors Bureau, Lansing, MI, July 2006, (10 pp.).
30. **Schneider, P.P.**, & Vogt, C. (2005). *Adventure traveler study: Consumer report*. Prepared for the Adventure Travel Trade Association, Seattle, Washington, October 2005, (37 pp.).
31. **Schneider, P.P.**, & Vogt, C. (2005). *Adventure travel study: Adventure industry supply-side report*. Prepared for the Adventure Travel Trade Association, Seattle, WA, October 2005, (37 pp.).
32. **Schneider, P.P.**, Vogt, C., & Jordan, E. (2005). *Saginaw County Convention & Visitors Bureau tourism assessment profile (TAP)*. Prepared for The Saginaw County Convention & Visitors Bureau, April 2005 (34 pp.).

CREATIVE WORKS

1. 2020-Present: Collaboration with ATTA's Climate Team to launch the [Tomorrow's Air Initiative](#). Assist with early stage research to help shape Tomorrow's Air product development strategy. As Research Advisor and Academic Liaison, I promote Tomorrow's Air to relevant academic partners; build relationships with relevant academic researchers; and explore research opportunities for Tomorrow's Air to help build awareness and extend their reach.
2. 2017: Research Reveals Adventure Travelers Primarily Motivated by Transformation Assisted with the production of a New Adventure Traveler model used by more than 1400 adventure tour operators. In partnership with *Outside* magazine, research found that adventure travelers are actively motivated by this desire for personal growth and change. An article highlighting the results of the study along with the visuals created was featured on the ATTA website: <https://www.adventuretravelnews.com/research-reveals-adventure-travelers-primarily-motivated-by-transformation>
3. 2015-2016: The Treehouse Guys Coordinated and assisted with the production of episode of "Treehouse Guys" focused on the Treehouse project in Windsor, NC. Beginning in 2013, honors college students, recreation and park management undergraduate students and graduate students in sustainable tourism, worked on the project to build universally accessible treehouses on the Cashie River. I worked with students to examine the feasibility of building treehouse accommodations on the Cashie River as part of a sustainable, community-based tourism and economic development plan for the area. Collaboration led to our project being selected as a focus for an episode on the Do It Yourself Channel (DIY) program "Treehouse Guys". The popular DIY Network show was filmed between February and April. The program aired on July 2016 was featured on the ECU website: <https://blog.ecu.edu/sites/ecunow/blog/2016/07/05/ecus-behind-the-scenes-work-part-of-the-treehouse-guys-episode-to-air-july-5/>
4. 2010-2012: Roanoke River Valley Region Video Series Created a series of videos to promote awareness and interest in the towns located along the Roanoke River in Eastern North Carolina. Funded by a NC Rural Economic Development Economic Innovation grant, local high school and university students assisted with the development of community stories, which provide the potential for job creation through marketing and promotion in this economically depressed area. Each town helped craft a "community story" to highlight the cultural, historical and natural resources in the town and when grouped together can be utilized for regional economic development opportunities. The project served as the impetus for a regional marketing plan for the region. Digital technology was used to develop video and audio recordings of the individual, community and regional stories. A context video was produced to highlight the partnerships and achievements of the project. Video: <https://youtu.be/qP04RjjKDpE>

GRANTS & CONTRACTS

Grants Awarded

2023 **Viren, P.P.**, Sharman, S., Pilgreen, D. & Warnick, R. Economic Impact of Weathertech Raceway Laguna Seca. City of Salinas. \$65,000 (PI).

- 2022 Burns, R., Andrew, R., & **Viren, P.P.** National Science Foundation (NSF) iCOAST project. West Virginia University. \$5000 (Collaborator).
- 2021 **Viren, P.P.** & Pilgreen, D. Call to Service Initiative Grant to Add Service Learning to a Course. San Francisco State University Institute for Civic & Community Engagement \$6000 (co-PI)
- 2021 **Viren, P.P.**, & Pilgreen, D.P. United Nations World Tourism Organization (UNWTO). Baseline report on climate action in tourism. \$75,000 (PI).
- 2018 Roberts, N.S., Jones-Taylor, A., **Viren, P.P.**, & Marsh, L.N. Lower cost coastal accommodations: Support for California Coastal Conservancy AB 250/LCOA Assessment investigation of state and national models. California Coastal Conservancy. \$8,000 (Collaborator)
- 2019 **Viren, P.P.** Affordable Instructional Materials Initiative. San Francisco State University. \$500 (PI).
- 2014 – 2016 **Viren, P.P.** Legitimizing Marginalized Coastal Heritage Resources for Sustainable and Responsible Development. East Carolina University Research and Graduate Studies Interdisciplinary Seed Grant Program. \$20,000 (co-PI)
- 2014 – 2015 **Viren, P.P.** Craven County Recreation and Parks Master Plan. Craven County Recreation and Parks Department. \$9,292 (PI)
- 2013 – 2014 **Viren, P.P.** Pitt County Recreation and Parks Master Plan. Pitt County Recreation and Parks Department. \$9,292 (PI)
- 2013 – 2014 **Viren, P.P.** Pamlico County Recreation and Parks Master Plan. Pamlico County Recreation and Parks Department. \$9,292 (co-PI).
- 2013 – 2014 **Viren, P.P.** Craven County Recreation and Parks Master Plan. Craven County Recreation and Parks Department. \$9,292 (PI)
- 2013 – 2014 **Viren, P.P.** Carteret County Recreation and Parks Master Plan. Carteret County Recreation and Parks Department. \$9,292 (co-PI).
- 2013 – 2014 **Viren, P. P.** Cashie River Treehouse Village Feasibility Study. Office of Public Service and Community Relations. \$10,500 (PI)
- 2014 – 2016 **Viren, P.P.** Great Lakes Bay Region Tourism Assessment Profile. Great Lakes Bay Regional Convention & Visitors Bureau. \$43,096 (PI)
- 2012 **Viren, P.P.** Land of Water Eco-Region Development Assessment: Northeastern North Carolina. Mid-East Resource, Conservation & Development Council, Inc. \$4,999 (PI)
- 2010 – 2012 **Viren, P. P.** Innovative Approaches to Sustainable Tourism in NC's Roanoke River Region. North Carolina Rural Economic Development Center. \$73,500 (PI)
- 2009 **Viren, P.P.** Roanoke River Partners Asset Mapping. East Carolina University Center for Sustainable Tourism. \$4,000 (PI).

Grants Submitted

- 2020 **Viren, P.P.**, Pilgreen, D., & Samanta, A. Tomorrow's Air Initiative: Harnessing Adventure Travel for Climate Action. Tomorrow's Air, \$10,000 (co-PI).
- 2020 **Viren, P.P.**, Pilgreen, D., & Samanta, A.. Harnessing Adventure Travel Experiences for Climate Action. SF State Research and Scholarly Activity Fund Competition. \$14,986 (co-PI).

- 2019 **Viren, P.P.**, Pilgreen, D., & Samanta, A..Exploring the Role of the Travel and Tourism Sector in Addressing Climate Change. Office of Faculty Affairs, Presidential Award for Professional Development of Probationary Faculty. \$25,000 (co-PI).
- 2016 **Viren, P.P.** Pohnpei Five Star Eco-Lodge Feasibility Study. Office of Economic Affairs, State of Pohnpei, Federated States of Micronesia. \$199,750 (Collaborator).
- 2016 **Viren, P.P.** Mattamuskeet National Wildlife Refuge Visitor Study. North Carolina Sea Grant. \$25,000 (PI).
- 2016 **Viren, P.P.** Public Participation in the Context of Community Based Tourism Planning. North Carolina Sea Grant. \$25,000 (co-PI).
- 2011 **Viren, P.P.** Understanding Coastal Uses of the St. Thomas East End Reserve. National Fish and Wildlife Foundation. \$25,000 (co-PI).
- 2010 **Viren, P.P.** Developing Foodie Culture in Eastern North Carolina. The Conservation Fund Resourceful Communities Program. \$10,000 (co-PI).
- 2010 **Viren, P.P.** The Scuppernong River Heritage Trail: A Multimedia Trail for Tourism and Education. National Endowment for the Humanities. \$536,570 (co-PI).
- 2009 **Viren, P.P.** North Carolina Paddle Trails and Community Based Ecotourism. Pamlico County Recreation and Parks Department, \$50,292 (co-PI).

Curricular and/or Programmatic Innovations

1. 2023: Curriculum Enhancement and Strategic Collaboration

Oversaw a comprehensive curriculum upgrade to enhance its relevance in response to evolving industry demands. The curriculum realignment involved meticulous analysis of industry trends. It integrated the Associate Degree for Transfer (ADT) pathway, simplifying student transitions and diversifying our student body. Additionally, a groundbreaking partnership was established with the Global Sustainable Tourism Council (GSTC). This partnership introduced an innovative curriculum designed to equip graduates with the knowledge and expertise necessary to earn a globally recognized Professional Certificate in Sustainable Tourism. This credential is closely aligned with the United Nations' Sustainable Development Goals, ensuring graduates are well-prepared for the contemporary industry.

2. 2023: Curriculum Development

Designed and added a new course to the BSSHM core curriculum, HOSP 323: Introduction Event Planning & Management. This course serves as an introduction to the exciting and dynamic field of Meetings and Event Management. It provides students with a comprehensive understanding of the principles, practices, and skills required to plan, execute, and evaluate successful meetings, conferences, and events of various sizes and purposes. Through a combination of theoretical knowledge and practical experience, students will develop the foundational skills necessary to excel in the industry.

3. 2022: Curriculum Development

Designed and Implemented a never offered course, HOSP 200: Introduction to Sustainable Hospitality & Tourism. The purpose of the course is to expose students to various facets of the hospitality and tourism industry. Lectures are enhanced by industry guest speakers and site visits or field experiences where students can learn by doing. Monterey County is the perfect "living lab" for students to learn about sustainable hospitality and tourism. The goal is to educate and inspire students about the many career opportunities available in the hospitality and tourism industry.

4. **2019: Established a Speaker Series**

Established an Adventure Travel Guest Speaker Program within the RPT 205 Adventure Travel course, extending the invitation to the entire campus community. Welcomed five distinguished speakers from diverse backgrounds, including scholars, entrepreneurs, and practitioners, to provide students and interested individuals with valuable insights and experiences in the field of adventure tourism.

5. **2019: Curriculum Development**

Proposed and received approval for a new course, RPT 205 Adventure Travel. The course allows RPT to collaborate with the Adventure Travel Trade Association as the course is co-taught by Christina Beckmann, Senior Director of Strategy and Impact. Development of an Adventure Travel Certificate is in the pre-proposal stage. The certificate would be offered to students and interested industry members.

6. **2023: Comprehensive Course Redesign**

Comprehensive redesign of the Recreation, Parks & Tourism foundational course, RPT 200: Foundations of Recreation, Parks, and Tourism. Revitalized the course content and enriched the learning journey through innovative assignments. These updates ensure that students receive a holistic education that prepares them to excel in the dynamic and evolving fields of recreation, parks, and tourism.

CONTRIBUTIONS TO CAMPUS & COMMUNITY

California State University, Monterey Bay

College

2021–present	Committee , Strategic Planning and Accreditation (SPAC)
2021–present	Committee , Curriculum and Assurance of Learning (C2AoL)
2021–present	Organizing Committee , Ethics and Responsible Business Forum (ERBF)
2021–present	Organizing Committee , Business Showcase
2021–present	Organizing Committee , Greater Vision

University

2021–present	Committee , President's Sustainability Committee (PSC)
2021 –2023	Member , PSC Sustainable Events Working Group
2021 –2022	Co-Chair Sustainable Events Working Group

Contribution to Community

2023 – present	Advisory Council , Monterey Bay National Marine Sanctuary
2023 – present	CTE District Advisory Committee , Salinas Union High School District
2023 – present	Scholarship Director , NEWH, Inc. San Francisco Bay Area Chapter
2023 – present	Regional Advisory Committee , Visit California Regional Tourism Strategic Plans
2023 – present	Advisory Board , Cabrillo College, Culinary Arts and Hospitality Management
2023 – present	Committee Member , CalTravel Association Sustainability & Stewardship Committee
2023 – present	Board Member , California Hospitality & Lodging Association Hospitality Foundation
2023 – present	Co-Chair Scholarship Committee , NEWH, Inc. San Francisco Bay Area Chapter
2022 – present	Mentor , Marina High School

2022 – present **Advisory Board**, Monterey Peninsula College, Hospitality Department

2022 – present **Education Committee**, California Travel Association (CalTravel)

2022 – present **Community Relations Committee**, See Monterey (formerly MCCVB)

2022 – present **Chair Education Committee**, Monterey County Hospitality Association (MCHA)

2022 – present **Destination Stewardship Ad Hoc Committee**, Visit Carmel – Carmel-by-the-Sea, CA

2021 – present **CTE Hospitality Advisory Board**, Monterey Peninsula Unified School District

2021 – present **Program Leader**, CSU Hospitality & Tourism Alliance (HTA)

2022 – present **Board Member**, Monterey County Hospitality Association (MCHA)

2021 – 2022 **Co-Chair Education Committee**, Monterey County Hospitality Association (MCHA)

2019 – present **Community Partner**, WildChina Luxury Experiences – Berkeley, CA

2018 – present **Community Partner**, Adventure Travel Trade Association – Monroe, WA

2018 – present **Educator**, AdventureEDU – Seattle, WA

2018 – present **Academic Scholarship Committee**, Tourism Cares – Canton, MA

2018 – present **Expert Speaker**, U.S. State Dept. Public Affairs Speakers Bureau – Washington, DC

2018 – present **Executive Committee**, Building Excellence for Sustainable Tourism Education Network (BEST EN) – Vienna, Austria

San Francisco State University

Department

2020 – 2021 **Co-Faculty Advisor**, Recreation, Parks & Tourism Majors Student Club

2019 – 2021 **Department Representative (Tenure/Tenure track)**, California Faculty Association

2018 – 2020 **Faculty Advisor**, Recreation, Parks & Tourism Majors Student Club

2018 – 2021 **Committee Member**, RPT & HH Marketing Committee

2018 – 2021 **Committee Member**, RPT & HH Tenure and Promotion Criteria Sub-committee

2018 – 2021 **Committee Member**, RPT Graduate Student Committee

2018 – 2021 **Committee Member**, RPT Scholarship Committee

2018 – 2021 **Committee Member**, Undergraduate Student Committee

2018 – 2021 **Committee Member**, RPT Student Engagement/Success Committee

2018 – 2021 **Planning Committee**, Aquarium of the Bay Blue Marble Event

College

2019 **Faculty Orientation Fellow**, Pilot CHSS First Time Freshman Orientations (Summer)

2018 – 2019 **Planning Committee**, BEST EN Think Tank

2018 – 2021 **Active Member**, CHSS Faculty Learning Community

University

2019 **Guest Speaker**, First Year Experience All University 110 Course

2019 **Presenter**, First-Year Experience Gator Festival Inaugural Gator X

2019 **Participated**, SFSU Sneak Preview (spring)

2018 – 2019 **Committee Member**, Academic Master Plan Working Group 10

Contribution to Community

- 2021 **Steering Committee**, 3rd Urban Economy Forum (UEF) 2021 – Toronto, Canada
 2018 – 2021 **Community Partner**, Aquarium of the Bay – San Francisco, CA
 2018 – 2019 **Co-Chair Planning Committee**, BEST EN Think Tank XIX – hosted by SFSU

East Carolina University***Department***

- 2017 – 2018 **Committee Member**, RCLS Recreation Therapy position Search Committee
 2016 – 2017 **Committee Member**, RCLS Department Chair Search Committee
 2012 – 2018 **Faculty Advisor**, Recreation & Park Management (RPM) Club
 2015 – 2016 **Committee Member**, RCLS Graduate Program Action Team
 2015 – 2016 **Planning Committee**, The Academy of Leisure Sciences (TALS) Teaching Institute
 2010 – 2012 **Faculty Advisor**, RCLS Undergraduate Student Society
 2013 – 2018 **Committee Member**, RCLS Personnel Committee
 2009 – 2010 **Committee Member**, RCLS Ralph Steel Visiting Lecture Series Planning Committee
 2009 – 2011 **Committee Member**, RCLS Core Curriculum Ad – hoc Committee
 2009 – 2018 **Committee Member**, RCLS Graduate Program Application Review Committee
 2009 – 2012 **Committee Member**, Recreation & Park Management Club Planning Committee
 2008 – 2018 **Committee Member**, RCLS Undergraduate Curriculum Committee
 2008 – 2010 **Committee Member**, RCLS Marketing and Promotion Committee

College

- 2017 – 2018 **Committee Member**, ECU Graduate Council (3 – year term)
 2015 – 2016 **Committee Member**, ECU Drive East Initiative Task Force
 2014– 2105 **Committee Member**, ECU Purple Ribbon Task Force Innovative Economic Committee
 2014 **Committee Member**, HHP Fall Retreat Planning Committee
 2012– 2013 **Committee Member**, Faculty Senate Copyright Committee
 2012– 2015 **Committee Member**, HHP Diversity Committee

University

- 2017 – 2018 **Senator**, Faculty Senate
 2017 – 2018 **Committee Member**, Global Affairs Committee
 2016 – 2018 **Advisory Team**, Governor's Hurricane Matthew Recovery Team
 2015 – 2018 **Coach**, Engaged Outreach and Scholarship Academy
 2015 – 2016 **Committee Member**, New Faculty Orientation (NFO) Committee
 2014 – 2018 **Committee Member**, Student Conduct Board Academic Review Committee
 2014 – 2018 **Faculty Mentor/Expert Committee**, NCGrowth, Kenan Institute of Private Enterprise
2012 – 2018 **Board of Advisors**, North Carolina Land of Water (NCLOW)
 2012 – 2018 **Committee Member**, Graduate Program Committee, Masters in Sustainable Tourism Program, Center for Sustainable Tourism
 2010 – 2014 **Advisory Committee**, Program in Coastal & Marine Studies

2008 – 2018 **Affiliate Faculty**, Center for Sustainable Tourism

Contribution to Community

2017 – 2018 **Expert Speaker**, U.S. State Dept. Public Affairs Speakers Bureau – Washington, DC
 2016 – 2018 **Advisory Board**, Kenan Institute of Private Enterprise NCGrowth Advisory Board – Chapel Hill, NC
 2016 – 2018 **Board Member**, Make-A-Wish Foundation/Northwest Ohio – Toledo, OH
 2015 – 2018 **Executive Committee**, BEST EN – Vienna, Austria
 2014 – 2017 **Academic Scholarship Committee**, Tourism Cares – Canton, MA
 2012 – 2013 **President Educator's Division**, NC Recreation & Parks Association – Raleigh, NC
 2010 – 2012 **Secretary Educator's Division**, NC Recreation & Parks Association – Raleigh, NC
 2009 – 2018 **Board Member**, North Carolina Paddle Trails Association, Pikeville, NC
 2009 – 2012 **Academic Scholarship Committee**, Tourism Cares – Canton, MA
 2009 – 2012 **Board Member**, Make-A-Wish Foundation of Northwest Ohio – Toledo, OH

PROFESSIONAL DEVELOPMENT

Workshops & Continuing Education

California State University, Monterey Bay

2023 **AACSB International Conference and Annual Meeting (ICAM)**
 Pathways to Impact, Chicago, IL (April 23-25, 2023)
 Association to Advance Collegiate Schools of Business (AACSB)
 2023 **AACSB Societal Impact Seminar Completion Certificate**
 Society Impact Seminar, Chicago, IL (April 22, 2023)
 Association to Advance Collegiate Schools of Business (AACSB)
 2022 **AACSB Societal Impact Conference**
 Leaders Accelerating Change, New York, NY (October 24-25, 2023)
 Association to Advance Collegiate Schools of Business (AACSB)
 2020 **ICHRIE Summer Conference**
 75th Celebration, Washington, DC (August 3-6, 2022)
 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)

San Francisco State University

2020-2021 **Course in Effective Online Teaching Practices**
 Association of College & University Educators (ACUE) (75 hours)
 2020 **Quality Online Teaching Flexible Summer Learning Community**
 Center for Equity and Excellence in Teaching and Learning (25 hours)
 2020 **Online Teaching Square**
 Center for Equity and Excellence in Teaching and Learning (20 hours)
 2020 **Introduction to Teaching Online using QLT Training**
 California State University, Academic Technology Services (15 hours)

- 2020 **Faculty Retreat: To Serve the People: Pedagogies for the City's** University San Francisco State University (7 hours)
- 2019 – 2020 **QLT Online Teaching Lab**
Academic Technology (AY 2019-2020) (6 hours)
- 2019 **First Year Pedagogies for Inclusive Excellence Institute**
Center for Equity and Excellence in Teaching and Learning (600 hours)
- 2019 **Equitable Teaching Series: TILT Your Assignment**
Center for Equity and Excellence in Teaching and Learning (1.5 hours)
- 2019 **Equitable Teaching Series: Micro Affirmations as Tools for Inclusion Workshop**
Center for Equity and Excellence in Teaching and Learning (1.5 hours)
- 2019 **Equitable Teaching Series: Reflective Teaching Practice Workshop**
Center for Equity and Excellence in Teaching and Learning (1.5 hours)
- 2019 **Happy Hour Series: Using Humor in the Classroom Workshop**
Center for Equity and Excellence in Teaching and Learning (1.5 hours)
- 2019 **Faculty and Administrator Retreat: Defining Social Justice: Making Missions Matter** San Francisco State University (7 hours)
- 2019 **Faculty Learning Community (FLC) Winter Institute** College of Health and Social Sciences (14 hours)
- 2019 **Academic Technology 2019 Winter Institute Academic Technology** (13 hours)
- 2018 **Student Centered Design in iLearn Workshop (6 Nov.)**
Center for Equity and Excellence in Teaching and Learning (1.5 hours)

East Carolina University

- 2017 **Classroom Technologies Workshop**, ITCS Training – Greenville, NC
- 2017 **Distance Education Training** – Greenville, NC
- 2016 **Qualtrics Training**, ITCS Training – Greenville, NC 2016
- 2015 **RCLS iWebFolio and DE Training** – Greenville, NC
- 2015 **Qualtrics Training**, ITCS Training – Greenville, NC
- 2014 **NVivo Training**, Office of Faculty Excellence – Greenville, NC
- 2014 **MANOVA Workshop**, Office of Faculty Excellence – Greenville, NC
- 2013 **NC Campus Compact Civic Engagement Institute**, Elon University – Elon, NC
- 2013 **Engagement & Outreach Scholars Academy** – Greenville, NC
- 2012 **NC Rural Center's Small-Town Initiative Networking** – Cary, NC
- 2012 **Tourism Resource Assistance Center (TRAC)** NC Department of Commerce and NC Division of Film & Sports Development – Edenton, NC
- 2012 **Coastal Maritime Council Workshop**, Land of Water Field Trip sponsored by Keenan Foundation (11-14 December) – Outer Banks, NC
- 2012 **PAD Preparation Working Session** – Greenville, NC
- 2012 **Hiring, Evaluation, Tenure & Promotion Workshop** Committee on the Status of Women – Greenville, NC
- 2012 **Writing Across the Curriculum Academy** (January-March) – Greenville, NC
- 2011 **Teaching Distance Education Courses in RCLS** – Greenville, NC

2010	Introduction to College Teaching Workshop Series , Office of Faculty Excellence (27-29 July) – Greenville, NC
2010	Effort Reporting System Departmental Coordinator Training . Office of Grants and Contracts – Greenville, NC
2010	Behavioral Science Research Training . University Medical College Institutional Review Board – Greenville, NC
2009	Peer Classroom Observation Training – Greenville, NC
2009	Statistics Faculty Interest group – Greenville, NC
2008	Promotion & Tenure Workshop – Greenville, NC

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

2021 – present	California State University Hospitality & Tourism Alliance (HTA)
2021 – present	Monterey County Hospitality Association (MCHA)
2021 – present	International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
2021 – present	California Travel Association (CalTravel)
2021 – present	Global Sustainable Tourism Council (GSTC)
2018 – present	Bay Area Women in Travel Group
2018 – present	Society of Women Geographers (SWG)
2018 – present	Network of Executive Women in Hospitality (NEWH) San Francisco Bay Chapter
2019 – 2021	California Park & Recreation Society (CPRS)
2017 – 2018	National Recreation and Park Association (NRPA)
2014 – 2018	The Academy of Leisure Sciences (TALS)
2009 – 2018	North Carolina Recreation & Parks Association (NCRPA)
2010 – 2018	The International Ecotourism Society (TIES)
1995 – 2002	The Travel Institute – formerly ICTA

PROFESSIONAL CREDENTIALS

2023	GSTC Professional Certificate in Sustainable Tourism Global Sustainable Tourism Council (GSTC) – Washington, DC
2006	Adventure Travel Specialist (ATC) The Travel Institute – Wellesley, MA
1996	Corporate Travel Specialist (CTC) Institute of Certified Travel Agents – Wellesley, MA
1995	Certified Travel Consultant (CTC) Institute of Certified Travel Agents – Wellesley, MA